

The American Perfumer

and Essential Oil Review

VOL. XXI

Registered in U. S. Patent Office

No. 4

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

RICHARD B. FRANKEN
New York University
PACKAGES

CONTENTS for June, 1926

EDITORIAL:

Federal Employees and the Public; New York Post Office	191
Cut Prices, Special Deals; Alcohol Developments	191
Canadian-American Exposition; Jasmin Exports	192
Queen Bans Face in Advertising; Trade Outlook Good	193
Critical Remarks About U.S.P. X, Dr. Kleber	194
London Tendencies in Toiletries	194
Flavoring Extract Manufacturers' Annual Convention	195
Merchandising of Flavoring Extracts, Charles C. Green	203
Activities of Associations, Societies and Clubs	206
Prohibition Situation at Washington	207
Vegetable Oil Hearing; Flexible Tariff News	209
Poster and Street Car Advertising, Leroy Fairman	211
A Neglected Management and Production, Ralph H. Auch	213
Important Law Suits in the Soap and Perfumery Trade	215
Recent Trade Mark Decisions	217
June Report on Floral Products from Grasse	218

TRADE NOTES	219
Canada Section	231
Patents and Trade Marks	233
Foreign Correspondence and Market Report	239

SOAP INDUSTRY SECTION:

Lever's First Annual Meeting Since Founder Died	243
Naphtha and Castile Soap at Washington	244
Fad of Using Fixatives, Ernest Schifftan	245
Rancidity in Soaps	246
Co-operation in the Canning Industry	248
Alcohol's Use in Purifying Fats	249
Market Review on Soap Materials	250

ADVERTISING INDEX.....Next to Last Advertising Page

Copyright 1926

Published Monthly by **PERFUMER PUBLISHING CO., 14 Cliff St., New York**

LOUIS SPENCER LEVY, President and Treasurer.

Telephones: Beekman 0791-2-3

Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, Postal Telegraph Bldg., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Congress 1376

SUBSCRIPTION RATES

The United States and
Possessions
\$3.00 a Year


Canada, Cuba and Mexico
\$3.50 a Year

Foreign (Countries in the
Postal Union)
\$4.00 a Year

Single Copies
30 cents

INIMITABLE
FLORAL
HALO

Cyclosia



Copyright, 1925, Ungerer & Co.

OIL PATCHOULY

"STAFFALLEN'S"



The maximum amount of Oil Patchouly employed in your product is relatively infinitesimal. The total cost of the Oil Patchouly as measured by the other ingredients of a fine perfume extract is inconsiderable.

At a saving of one-half of one per cent or less, will it pay you to substitute ordinary qualities of Oil Patchouly for the grade developed with perfected apparatus from leaves of superlative excellence and aged to full maturity?

Oil Patchouly, "StaffAllen's," like other products of Stafford Allen & Sons, compensates amply in quality and results for its small difference in price from commonplace offerings.

UNGERER & COMPANY	::	::	NEW YORK
STAFFORD ALLEN & SONS, Ltd.	::	::	LONDON

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Established 1906

NEW YORK, JUNE, 1926

Vol. XXI, No. 4

FEDERAL EMPLOYEES AND THE PUBLIC: THE NEW YORK POST OFFICE

The tendency of some Government employees to feel that they are superior as a class to other persons, and a tendency in another element to become pessimistic are two dangers in the government service that should be avoided, according to First Assistant Postmaster General John H. Bartlett. Mr. Bartlett discussed the relations of Government employees to the public at the recent annual dinner of the Association of New York Postal Supervisors.

Mr. Bartlett's address, which we would like to quote copiously, if space permitted, had the true ring of sound common sense as to the relations of government employees with the taxpayers, postage stamp buyers and others who provide the money to pay the salaries for those who are supposed to be servants of the people. It would have done a world of good if Mr. Bartlett's address had been heard by Treasury and Prohibition officials and their assistants and aides.

In our experience with the postal service we have found that the great majority of employees have been not only faithful to their duty, but considerate and accommodating in the last degree to the public in pursuing their work. Under the late lamented Postmaster Morgan and under Postmaster Kiely, who has been in the service for many years, the principles set forth by Mr. Bartlett have been so thoroughly in vogue that friction with the public in this city has been minimized to the lowest possible unit. Technical questions in the matter of the application of mailing rates often come up, but for some years in the New York Post Office, under the administrations of Morgan and Kiely, adjustments or explanations have been made in the spirit of Mr. Bartlett's address.

The letter carriers come more directly into the everyday life of all of us. Those with whom we have come in contact have almost always been not only courteous and efficient, but real gentlemen. They have acted upon the principle that "all men are equals." And in the present era "women and men are equals," so there are no favorites in the "carrying on" of the distribution of the mails.

The highest type of intelligent public service in this or any other country is represented in the letter carriers of the United States postal service. They are comparatively the most miserably paid employees of the government, even without regard to what they do and the responsibilities imposed on them. Mr. Bartlett can perform a notable service if he will do what he can to put the pay of letter carriers on a higher basis.

CUT OR INSIDE PRICES, SPECIAL DEALS AND BACKSTAIRS MERCHANDISING

One of the notable addresses delivered at the recent convention of the Flavoring Extract Manufacturers' Association, which we are printing elsewhere in this issue, was delivered by Charles C. Green, president of the famous Advertising Club of New York, which is the corner-stone of the national association. Mr. Green's topic was: "Merchandising of Flavoring Extracts." While he devoted his attention to the subject there was and is a vast amount of information and suggestion in his remarks of interest to the toiletry and other industries.

Mr. Green pointed out in clear and concise words where the flavoring extract industry has been weak in not advocating its own merits before the public. What he said applies to the perfumery and soap industries and to some others. Mr. Green's perspective took in the whole nation, with an attention to some important details, which made his address a better presentation of the entire subject than anything else which we recall at the moment. There are very few, if any, of our readers who will not find it worth while to read this address.

NEW ALCOHOL SITUATION DEVELOPMENTS

Since our last issue the outlook for the relief and better treatment of the legitimate manufacturers and consumers of industrial alcohol has perceptibly improved. Despite the overwhelming majorities of Anti-Saloon League Senators and Representatives in Congress the newly aroused popular sentiment for Temperance as against bone-dry Prohibition is being reflected in the National Capitol. This session of the 69th Congress will probably finish up before Independence Day and as noted in our WASHINGTON CORRESPONDENCE the bills to put more "teeth" into the Volstead law will have to go over to the supplementary and final session which begins next December.

Every additional "tooth" put into the Volstead law means more trouble, red tape and other annoyances for the great industries of our country which use industrial alcohol legitimately. The bill to put the Prohibition Unit under the Civil Service law probably will pass, for there have been practically no objections to it and while it will tend to improve the quality of the agents it also will protect clever operatives in the unit who may yield to tempting offers to "look the other way" in circumstances which would make proof difficult of either omission of duty or commission of an offense, despite the plea of Brigadier-General Andrews

for a law that would enable him to have homes searched on mere suspicion.

* * *

The bill to create two new bureaus, one of customs and the other of prohibition, asked for by Brigadier-General Andrews, has had hard sledding and in its present shape is not satisfactory to the industries. There is no doubt that the proposed bureaus would be beneficial.

* * *

Outside of court decisions, recorded elsewhere in this issue, the report of the Committee on Industrial Alcohol of the American Chemical Industry is of prime interest. Aside from a review of legislation, with which our readers are familiar, the report contains these observations:

"The Commissioner of Internal Revenue has discharged with his thanks the Alcohol Trades Advisory Committee he established three years ago to advise him.

"Every Congress has witnessed bills that are sought to change the administration of prohibition and alcohol laws. Most of these bills have been one-sided and objectionable. They have all sought to establish a more or less autocratic control that might have placed unnecessary and burdensome restrictions on legitimate business without providing means for relief from such abuses should they occur.

"From time to time bills and regulations affecting alcohol are brought up in various state legislatures or state boards. Some of these measures are ill advised and would be unnecessarily burdensome, and frequently are so drawn as to give little credit to the federal laws and regulations on the subject. It is very desirable that the states should at all times recognize the necessity for properly providing for the legitimate manufacture, sale, distribution, and use of industrial alcohol, and state laws and regulations that co-ordinate with federal laws and regulations will be more effective and more equitable than those that ignore or differ from them. It is especially desirable that members of the Society shall keep a watch on measures pending in their own states that would affect industrial alcohol in any of its phases, and so far as possible exercise a helpful guiding influence seeking to a co-ordination with the federal laws and regulations.

"It is unfortunate that the time has not yet arrived when industrial alcohol may be assured of consideration on its merits quite aside from caprice in prohibition enforcement. It is possible, however, if the Treasury Department plans receive proper support, that an improvement in both prohibition enforcement and administration of industrial alcohol may gradually be brought about. Until such improvement has become an established fact, there would seem to be further need for a Committee on Industrial Alcohol."

The report is signed by Martin H. Ittner, Chairman, Raymond F. Bacon, J. H. Beal, E. H. Killheffer, Edward Mallinckrodt, Jr., Ralph H. McKee, H. W. Rhodehamel and Frederic Rosengarten.

DOUBTFUL FIGURES ON JASMIN EXPORTS

Consul Otis A. Glazebrook, Nice, France, in a report No. 87 C distributed by the Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, April 17, 1926, makes reference to the production of jasmin in the Department of the Alpes-Maritimes. Included in the report is a table which purports to show the declared exports of jasmin from Nice, France, to the United States during the year 1925 as compared with 1924.

To one who has even the most rudimentary knowledge of natural raw materials and their values, some of the figures are so preposterous as to warrant no consideration whatever.

It is hard to believe that in any of the declarations made by French exporters, there was only jasmin liquid declared at a value of \$1.96 per pound in 1924, and \$1.65 per pound in 1925.

VACATION TIME!

BY JAMES EDWARD HUNGERFORD

(Written for This Journal)

Time to leave our "jobs" behind us,
In the busy marts o' men,
An' to flee from "frets" that bind us—
To the "Big Outdoors," again!
We will cast off care an' worry—
Take a change o' scene an' view,
Pack our "traps" an' bags, an' hurry
To the land our boyhood knew!

There's an ol' stream that's aflow there,
Where the ripples glint an' gleam;
Oft in visions sweet, we go there,
Just to loaf awhile, an' dream!
Where the lazy leaves are swishin',
An' ol' Nature's in her prime;
Come on, fellers, let's go fishin'—
Gee! to stay inside's a crime!

We are worn to satiation
By each little "rile" an' "fret";
Time to go on our vacation,
An' be free—an' just forget!
Bid "good-bye" to work an' worry,
In the "hurry" haunts o' men;
Come! Let's pack up, friends, an' hurry—
Back to "Boyhood Land," again!

(All Rights Reserved)

BUSINESS FRIENDSHIP

When the hour comes that prevents my promoting the good of some business friend, then the time will have arrived when I can be of no further service to myself or to the world, says *Silent Partner*.

The word "friendship" means more than mutual esteem or human harmony.

So many people seem to regard friendship as a semi-fraternity that calls for frequent dues and many personal sacrifices. The friendship that is started for this end will end—and end much sooner than we calculate.

The friendship that represents a league or a confederacy of vice will wind up by owing room rent.

Business friendship is a serious matter—twice as great as kindness and several times more important than common courtesy. Business friendship of the lasting kind, of the permanent brand, means this:

Make your service necessary to someone.

This last thought is worth repeating in your mind frequently.

When you make your service necessary to someone, you will soon discover that there is a lot of satisfaction to yourself in such service—you will soon enlarge your circle of business acquaintances, and by this simple process of multiplying your efforts to earn the confidence of more business friends, you will just naturally grow bigger and better in every way.

QUEEN BANS HER FACE IN ADVERTISING, EXCEPT FOR COSMETICS

Queen Marie, of Rumania, is thoroughly human. She not only does not object to perfumes and cosmetics, but in proper circumstances is willing to let others know her preferences in that direction. Her Majesty is fastidious not alone in cosmetics, but in her literary products, which have had wide circulation in the United States. Moreover it so happens that she has a predilection for toilettries "made in America." Naturally, when she received a request for the use of her picture in connection with a favorite brand of cosmetics, she consented for the benefit of others of the feminine gender.

Even a Queen cannot always see what may happen through trying to benefit others. Here is the result:

BUCHAREST, June 6.—Queen Marie, who permitted the use of her likeness in an American cosmetic advertisement recently, has decided not to do so again. The fee received by the Queen was turned over to charities.

Publication of the picture led dozens of other American companies to seek photographs, but the use of her Majesty's likeness for advertising purposes caused so much criticism among Rumanians that the Queen decided she could no longer permit it."

JUNE TRADE OUTLOOK REPORT FAVORABLE

All of the authorities on trade and business prospects, in their June promulgations for the future, seem to agree that conditions are on a sound and healthy basis and that there is no occasion to think anything but that the natural increase in buying in every direction will probably make greater gains than in recent favorable reports. This is particularly applicable to our industries.

Perfumes and cosmetics have ceased for some time to be luxuries. In fact, all classes of toilet articles are also necessities if not necessities, for the great majority of women and men of this country. Having reached this stage of civilization the ordinary trade reports bear little reflection on the growth of the industry.

At the same time it is well for our clientele to keep in touch with the general situation. The June review of the National City Bank, of New York, the largest institution of its kind in America, if not in the world, contains some observations that are worth reading:

"The continuance of trade and industry at high levels through May, despite some uncertainty as to the trend of operations during the rest of the year, indicates strongly that the country is actively engaged and most businesses and industries are making money. The present situation is unusual in that high levels of production and distribution in the majority of lines are being maintained in the face of declining prices and more or less conservative buying.

"Not all lines are showing as uniform improvement as was the case a few months ago, and in some instances this fact has caused some recession, of which there will probably be further cases before the balance is restored everywhere. Buying, however, has been generally conservative, and the absence in most quarters of burdensome stocks, together with the promise of continued ease in money, gives cause for the belief that whatever further readjustment is needed should occur without undue disturbance.

"Despite the handicap of a backward Spring and the sagging tendency of commodity prices, the volume of checks drawn in payment for goods, and the freight carried by railroads has continued to exceed that of any year. Employment of labor in the manufacturing industries showed the usual seasonal decline after the early Spring rise, but it remains substantially higher than a year ago.

OUR ADVERTISERS

THE SUN TUBE CORPORATION

Hillside, N. J.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York.

Gentlemen: We have recently compiled some statistics relative to our inquiries per dollar of advertising expense. Our paid advertisements are only in THE AMERICAN PERFUMER. Our inquiries for 1926 from January 1 up to and including April 26 total \$280,492.50. This figure would be somewhat larger if it weren't for the fact that some of these inquiries we were asked to quote on other than tin.

If you will divide our paid advertising bills from January 1 into this figure, it will give you the percentage not considering, of course, the value of last year's advertising, but considering that we started with a clean slate in March of 1925, this accumulative amount is comparatively small.

This result indicates beyond all doubt the very high number of inquiries we are receiving.

Yours very truly,

SUN TUBE CORPORATION,
F. J. LYNCH.

"Indisputable proof that business has been making a good record financially is contained in the corporation reports for the first quarter. With relatively few exceptions the figures show increases over 1925, and while the recent slackening of operations in some industries suggests that second quarter figures may fall somewhat below those of the first quarter, there is prospect of their continuing better than a year ago."

CREDIT MEN FIND BUSINESS HEALTHY

There are few better barometers of prosperity, if any, than that afforded by the credit men of the nation. They know how sales are increasing, and they are intimately aware of the purchasers' ability to pay and how they do pay. At the recent convention in this city of the National Credit Men's Association a survey was taken of twenty-one principal trades from all over the country, with the result that sound business conditions at present and healthy prosperity for the next six months were shown.

A general sum-up of the survey would indicate that more than 80 per cent of the trade group members feel that business is on a solid plane with nothing in sight to regard with alarm. The dangers to business that accompany consumers' overbuying and the permitting of individuals to mortgage their incomes too far into the future for the security of credit were seen to be the principal evil factors that reside in instalment buying as shown by an analysis of the survey. This feature does not interest our industries except very remotely, if at all.

Generous Gifts to American Colleges

Benefactions amounting to \$81,722,887 were made to universities and colleges in the United States during the year 1923-24, according to figures compiled by the Interior Department, Bureau of Education. This amount includes only gifts and bequests, and does not include grants made by municipalities, States, or the Government.

A FEW CRITICAL REMARKS ABOUT U.S.P.X.

By DR. CLEMENS KLEBER

OIL CINNAMON (Cassia).—For this oil the U. S. P. requires an index of refraction of 1.602 to 1.606. This limit was probably set from observations with adulterated oils, as were formerly exclusively found in the market. More recently it has been possible to secure in China unadulterated oils which, besides showing an aldehyde test of 90 per cent to 94 per cent, were specially characterized by the solubility of their first fractions in 70 per cent alcohol, while the ordinary adulterated oils yield light first fractions consisting of terpenes and petroleum and are insoluble. The pure oils also show a much finer flavor, free from the grating effect of the adulterants. When sending out such pure oils, complaints were received that these oils were not U. S. P., showing a materially too high index of refraction. If we assume that the refraction of oils with 80 per cent aldehyde (minimum of U. S. P.) is 1.602, that of cinnamic aldehyde being 1.6195, an oil with 94 per cent of aldehydes would show 1.615, and it is to this upper value the figure of the U. S. P. should be raised, in the opinion of the writer, so as not to exclude the fine unadulterated oils.

BALSAMS PERU AND TOLU.—For these articles the present U. S. P. prescribes the copper acetate test for rosin to be made in a xylene solution. The writer has never come across a balsam not giving a green coloration supposed to indicate rosin when using xylene as solvent, and Schimmel & Co., in private correspondence, have also stated that such balsams do not exist. The old test in benzine seems, however, to be reliable and should, therefore, better be reinstated.

OIL SASSAFRAS.—For this oil the U. S. P. specifies an optional rotation of 3° to 4°. The writer has, in meetings regarding the rules for the last two editions of the U. S. P., repeatedly called attention to the fact that Sassafras Oils with a rotation above 3° are of rare occurrence, the rotation of pure distillates being generally between 2° and 3°. It is safe to say that in most U. S. P. oils the rotation has been "corrected" by the addition of some dextrogyrate terpenes. The lower limit of the required rotation should, therefore, be 2°.

FRENCH DRUGGIST EMBALMS LIBERTY

(Special Correspondence to This Journal)

PARIS, June 7.—The order for the compulsory closing of drug stores on Sundays in France is bringing forth numerous protests both from druggists and a large section of the public. Certain druggists have openly defied the order, one having set up an open-air stall in front of his shop during the hours when his premises had to be closed. One of the stoutest resisters, M. Alfred Hocque, a doctor of chemistry, who has his shop in the Place de la Nation, has signified the end of his resistance by holding a mock funeral, the "corpse" being the body of professional liberty. For this ceremony he transformed the entrance to his shop into a chappelle ardente, in which was a large tombstone bearing the legend:

"Here lies the body of Liberty, which has passed into oblivion. In the name of freedom of labor it is ordered that sick people and druggists also should strike on Sundays."

Delegations of druggists visited the mock tomb, bearing wreaths and messages of sympathy with M. Hocque. At one time so large a crowd collected that special police had to be kept on duty to prevent obstruction.

WHEN BUSINESS IS SAFE

When you shake hands with your competitor and mean it—when you can work hard in your business and love it—then business is safe.

When you advertise service and give it—when you can build reputation and keep it—then business is safe.

When you can accept wise counsel and heed it—when you agree to a standard and stick to it—then business is safe.

When you see more of associations than luncheons—when you give more to associations than money—business is safe.

When you join your association and attend it—when you believe in the association and boost it—then business is safe.

When you can establish confidence and maintain it—when you can recognize doubt and destroy it—business is safe.

When you can aim for success and attain it—when you can attack failure and defeat it—then business is safe.

When you can sense competition and not knock it—when you can fight competition and still boost it—business is safe.

When you can recognize wrong and combat it—when you can believe in a right and can shout it—business is safe.

When you can meet opportunity and know it—when you can make an admission and forget it—then business is safe.

When you strive for an ideal and can live it—and aim for what is right and then pray for it—then business is safe.—*Republished by Request.*

LONDON TENDENCIES IN TOILETRIES

(Special Correspondence to This Journal)

LONDON, June 6.—Many Englishwomen now have little "Teddy Bear" mascots, but the one which was given to a famous actress recently struck an entirely new note. The "Teddy" had a movable head, and when the latter was taken off a hidden phial of perfume was revealed. This is the latest novelty in perfume-bottle holders here, and besides the little bear it is possible to get brown monkeys and gnomes of a very fairylike appearance, each with a perfume bottle hidden in its head.

At present there is a fancy for bath salt holders, and every up-to-date woman now keeps these toilet requisites in a receptacle shaped like a bird or animal, usually made of china. Rabbits are especially popular. A very attractive china rabbit sits up alertly, with his two ears standing erect, making a handle to the lid of the bath salts holder. "Bonzo" dogs (the dog created by the famous cartoonist, Studdy) also act in this capacity, while a favorite among the new holders is a yellow duck-like bird, which has its long yellow beak filled with lavender bath salts.

Training Camps Shown to Be Useful

The benefits to come from 30 days' training at a military camp have been fully demonstrated. More than 30,000 young men who attended the camps last year gained in weight and in chest measurements, says the Washington *Star*.

Not the least advantage that comes from service in a military training camp, however, is the discipline that is instilled. The boys have to submit to the rigorous life of the soldier. It teaches them obedience and punctuality, and respect for authority. It is, in truth, the best school in character building that can be had. Parents should encourage their boys to take advantage of the opportunity that the Government offers them. It will make them better citizens and better men physically.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION HOLDS ITS SEVENTEENTH ANNUAL CONVENTION

Proceedings of Sessions Held in Briarcliff Lodge, Briarcliff Manor, N. Y.
June 9, 10 and 11, 1926



D. T. GUNNING
New President



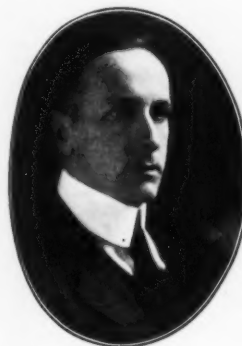
FRED S. ROGERS
Retiring President



RICHARD H. BOND
First Vice-President



LESLIE K. TALMADGE
Second Vice-President



GEORGE H. BURNETT
Third Vice-President



FRANK L. BEGGS
Treasurer



ROBERT E. HEEKIN
Secretary



THOMAS J. HICKEY
General Counsel

OFFICERS OF THE F. E. M. A. FOR 1926-27

President—D. T. GUNNING, of Chicago, Ill.
First Vice-President—R. H. BOND, Baltimore, Md.
Second Vice-President—LESLIE K. TALMADGE, Springfield, Mass.
Third Vice-President—GEO. H. BURNETT, Boston, Mass.
Secretary—ROBERT E. HEEKIN, Cincinnati, Ohio.
Treasurer—FRANK L. BEGGS, Newark Ohio.
General Counsel and Executive Secretary—THOMAS J. HICKEY, 1238 First National Bank Building, Chicago.
Executive Committee (in addition to the above named officers)—FRED S. ROGERS, Middletown, N. Y.; C. W. JENNINGS, JR., of Grand Rapids, Mich.; DR. FRANK M. BOYLES, New York, N. Y.; E. L. BRENDLINGER, Norristown, Pa.

The seventeenth annual convention of the Flavoring Extract Manufacturers' Association of the United States was held at Briarcliff Lodge, Briarcliff Manor, N. Y., on June 9, 10 and 11, 1926. In many ways it was the best

of the long series of successful conventions held by the association. The attendance was good, interest in the business proceedings was keen and enjoyment of the pleasures and sports afforded in the wonderful environments of the Hudson River valley met with hearty approbation. The papers read were especially timely and full of common sense on subjects vitally affecting the industry.

President Rogers' Annual Report

Fred S. Rogers, president of the association, opened the proceedings promptly and after a few preliminaries proceeded to read his annual address, as follows:

To the Members of the Flavoring Extract Manufacturers' Association of the United States:

Meeting today in beautiful Westchester County for our Seventeenth Annual Convention, it may be pardonable if your president embodies in his annual report something akin to an official welcome. For among my many deeply appreciated heritages as a citizen of New York State, I count the privilege of being a near neighbor of Briarcliff and such have had frequent opportunities of enjoying its attractions. It does not often come to our presiding officer to

welcome a convention to his home state, but in the present instance I can, as a citizen of New York State and one of its groaning, grumbling taxpayers, bid you a hearty welcome to all that this beautiful country affords. It is with sincere confidence I predict that if beauty of surroundings and a luxurious, bountiful nature are conducive to enjoyment, then this will be a most enjoyable meeting.

EXECUTIVE COMMITTEE meetings have been held during the year as follows: September 18, 1925, New York City; January 20, 1926, New York City; May 7, 1926, Briarcliff; June 8, 1926, Briarcliff.

All of these meetings have been well attended, all association matters carefully discussed and the utmost harmony has always prevailed. While we have tried to select location and dates for our meetings to suit the convenience of all, there have been many instances of generous giving of time and effort and some sacrifice by some of our members in their response to these calls to duty.

During the last year we have had Executive Circulars Nos. 197-218 inclusive. Some have been of vital importance but as they will be largely covered in the report of our Legislative Committee, I will refer to but a few.

OVERSIZE CARTONS. Those who attended the Chicago Convention will recall the embarrassment then confronting us by the criticism of the Illinois Food authorities on this subject. A committee at that time waited on the Commissioner and convinced him that as an Association we were opposed to the practice and would bulletin our membership urging that the evil be eliminated.

LABELING OF COMPOUND EXTRACTS IN NEW YORK STATE. The labeling law in this State has been in force for several years. However, during the early part of 1925 a new interpretation was given it, resulting in citations to our members for not listing every ingredient of an Imitation Extract on the bottle label. Under the able leadership of Dr. F. M. Boyles, a Committee waited upon Commissioner Pyrke, who accorded a most fair and friendly hearing at which we made clear that so far as small package goods were concerned the requirement was a practical impossibility and much more drastic than the Federal Law. Commissioner Pyrke gave an extension of time during which Mr. Boyles succeeded in so clarifying the matter that for the present at least the New York Department's attitude toward Imitation Extracts is more in line with the Federal requirements. The new requirements are fully set forth in Circular 217, dated March 29, 1926.

ALCOHOL TAX REDUCTION. Prior to and during our last Convention, the proposal to work for Alcohol Tax Reduction received very earnest and serious consideration by our Association. Questionnaires to our membership failed to show unanimity of opinion and you will recall we adjourned with the matter considerably up in the air and your Executive Committee very much in the same situation. Our final conclusion, reached after profound and conscientious study brought the Executive Committee to an agreement that while some wanted Tax elimination and others did not, there was a strong majority in favor of Tax Reduction. This having been settled, your Legislative Committee under the splendid direction and leadership of Mr. Bond, became very active. It was a decidedly uphill and discouraging undertaking. Few of us hoped for success, and success hung in the balance over and over again. That we finally succeeded in our efforts is a statement that fails to do justice to the tremendous, heart-breaking work which it involved—that too will be covered in the Legislative Committee's report. I cannot pass from this subject without observing that the partial elimination of the Alcohol Tax means the saving each year by every member of this Association of sufficient funds to pay his Association dues for a longer period than any of us can hope as individuals to continue in active business. Furthermore, it emphasizes the strength and power of our Association when whole-hearted, complete cooperation is directed to constructive effort.

LEGISLATION. Your President will make no report on legislation, preferring that this be covered in a separate report by our most able Chairman, Mr. Bond. Indeed, the only reason for mentioning it is that it gives opportunity to testify to my very high regard for his ability in legislation, his unswerving loyalty to our interest and to the genuine

affection in which he is held by those of us who have been in contact with him in the activities of our Association. Years add to his record of accomplishment as well as our appreciation of his sterling integrity and remarkable ability.

And along this line, I would also speak of our Executive Secretary, Thomas J. Hickey—steady, sane, dispassionate, comforting and resourceful, the responsibilities and burdens of your President are greatly lightened through Mr. Hickey's splendid service while the honor and enjoyment of the office is enhanced through association with him.

VANILLA BEAN COSTS. Continued unsettlement and confusion still attend the market price and trend of Vanilla Beans. I shall not recount the several phases which we have passed in recent years. They are well known to all. At the present time, we get contradictory reports as to crop condition, yield and prices. It is generally believed now that if manufacturers will adhere to a policy of continuously careful buying and not grow panicky, costs will not get beyond reasonable figures. Let us cover current wants and not rock the boat. George Burnett, Chairman of the Committee on the proposed Statistical Bureau on Vanilla Beans, etc., has continued his efforts to establish reliable sources of direct information. The task is one that requires patient checking and rechecking of informative sources before we can obtain dependable figures but eventually it will so result.

CHAIN STORES. The rapid growth of the Chain Store movement presents to us as manufacturers a vital problem as to our future markets. Contrasted with the business of 1921—the chain store general merchandise sales today show stupendous increases, while I am informed the output through the wholesale trade shows no increase whatever. Bearing in mind the present high wages, the better living conditions and the larger spending power of the American family, it is a natural conclusion that chain stores present a phase of business activity which must cause a decided and serious study of its ultimate effect on our industry as a whole.

GRIEVANCE COMMITTEE. From time to time, letters have been received criticizing the business methods or practices of some members of our Association. Frequently they urge that the President write admonitory letters or urge the cessation of some practice, even occasionally suggesting that a resignation should be asked. I fail to find in our Constitution or By-Laws any warrant for such Presidential action, nor do I regard it as within the province of the President to act so arbitrarily. Though there have at times been grounds for very severe criticism, matters of this import should be carefully reviewed by an unprejudiced committee guided solely by what is for the best ultimate interest of the association. Certainly we should not continue membership and privileges to any one whose practices or customs may tend to nullify our aims and purposes or embarrass us in our undertakings. I therefore recommend an amendment to our By-Laws so that a Standing Committee to be known as the Grievance Committee can be established and provided with power to consider and report its findings and make recommendations to the Executive Committee for final action.

You will recall that in accepting the re-election with which you honored me last year, I asked that you support your officers by prompt compliance or response to requests that might be sent you. Speaking from my own experience, I am happy to state that not a single request for help has been refused me, not a single letter of any importance but that it has drawn a quick reply. I believe this Association today is bound together by stronger ties of understanding, mutual confidence, respect and good will than ever before. It is indeed gratifying to report such conditions and to say that as your President I have been conscious at all times of the most complete support, backing and assistance. For this, to every member of the Association and particularly to the officers and members of the Standing and Special Committees, I express my most sincere and heartfelt thanks.

The report met with approval and applause.

President Rogers appointed the following committees:

Resolutions: R. H. Bond, chairman; F. S. Muchmore, J. M. Boyles, John A. Handy, Frank L. Beggs, Thomas J. Hickey, E. L. Brenlinger, D. T. Dunning.

Nominations: R. E. Heekin, chairman; W. M. McCormick, and F. W. Carman.

Audit: L. K. Talmadge, Howard L. Jenks, B. H. Smith.

Reports of Secretaries and Treasurer

Secretary Heekin, Executive Secretary Hickey and Treasurer Beggs all submitted reports which were duly approved and accepted with thanks.

The financial condition of the association was shown to be in excellent shape and the accession of six new members during the year was reported, as follows:

ACTIVE MEMBERS

Baltimore Drug Company Baltimore, Md.
Chamberlain Medicine Company Des Moines, Iowa
Strong, Cobb & Company Cleveland, Ohio
Kerona Company Pawtucket, R. I.

ASSOCIATE MEMBERS

American Can Co., Chicago, Ill.
James S. Schmidt & Co. New York, N. Y.

Executive Secretary Hickey's report contained information about work he had done during the year, which was voluminous and valuable to the members. It will appear in full in the Official Minutes.

committee have done. Those of us who have worked on such committees know that it is no small job. You have selected a beautiful environment for us and the arrangements are perfect. We know that it has meant a great deal of hard work and on behalf of the convention I want to thank you sincerely for what you have done. (Applause).

Report of the Scientific Research Committee

DR. FRANK M. BOYLES: In submitting the report of the Scientific Research Committee on Isopropyl Alcohol I would say that this subject has developed rather suddenly and the committee has not had time for much opportunity for original work, so that the report consists of a resumé of the literature on its physiological effects.

Up to the time of this meeting we had no information as to its probable use in flavoring extracts. Since arriving Dr. Glassford and Dr. Katz have reported some of the work they have done.

The report was discussed at some length and will be printed in due course. Dr. Glassford reported on some very interesting and illuminating tests he had made and Dr. Katz also from his experience added the results of his research.



FRANK M. BOYLES
Executive Committee



C. W. JENNINGS, JR.
Executive Committee



E. L. BRENDLINGER
Executive Committee

Report of the Legislative Committee

Richard H. Bond, chairman of the legislative committee, made a complete and comprehensive report of the activities of the committee for the year. He reviewed the situation from all of its numerous angles and sounded a warning to watch for hostile legislation in the 42 states that will have legislatures in session during this year. The report will be printed in full in the Official Minutes.

George H. Burnett, chairman of the Statistical Committee, also presented a valuable report on the gathering of information regarding the production of vanilla beans. It will require probably two years before the system can produce enough statistics to publish statements that will be of real value to the trade.

PRESIDENT ROGERS: There has been submitted the report of the Insurance Committee by C. W. Jennings, Sr., and also a copy of a paper read before the Mid-West regional meeting of the American Chemical Society of Madison, Wis., entitled "Abstract on Fatty Oils as Substitutes for Alcohol in Citrus Flavoring Extracts," by H. A. Schuette and B. P. Domogolla.

The paper was referred to the Scientific Committee and Mr. Jennings' report was ordered printed.

Report of the Entertainment Committee

Louis Spencer Levy, as chairman, presented the report of the entertainment committee. He outlined some slight changes in the program and pointed out the many advantages of Briarcliff Lodge for convention purposes.

PRESIDENT ROGERS: It is rather on the line of Grover Cleveland's definition of gratitude that we want to thank you for the splendid work that you and your

Valuable Addresses Made to the Convention

The papers presented were of unusual interest. One on "Merchandising of Flavoring Extracts," by C. C. Green, president of the Advertising Club of New York, was particularly notable and is printed following this report.

George Nowland, president of the Grocery Specialty Representatives' Association, of New York, spoke on "Merchandising Food Products." His address treated the subject generally, but he pointed out to flavoring extract industry where they could improve business.

Later on in the convention it was voted after Mr. Beggs had made the suggestion and Mr. Clawson and Mr. Bond had spoken, to create a new committee to take steps to carry out the ideas of the speakers. Mr. Beggs suggested that it be a Committee for the Promotion, Sale and Greater Use of Pure Flavoring Extracts. He also suggested Mr. Burnett for chairman and later on the new factor was referred to as "Burnett's committee."

"The Growing Discrimination of the Public" was the title of an extremely interesting paper by Dr. John Glassford, of Baltimore. He took up various matters of containers and trade practices in topical style and made the point that Barnum was wrong and Lincoln was right in the matter of "fooling the public."

"The Outlook for Vanilla Beans"

F. X. Dietlin, vice-president of P. & P. Derode Frères & Dammann, Inc., New York City, delivered the following interesting address on the vanilla bean situation:

"I can sincerely say that it is a genuine pleasure for me as the representative of the vanilla bean importers to be privileged to address this convention.

"It gives me the opportunity to express the admiration

which I have for your association and for the gentlemen of the extract industry. I have been engaged in the vanilla bean business for over fifty years, and in that time I have come in contact with all types of business men, but I can truly say that I have never met a more uniformly splendid body of business men than those represented in this association, from two standpoints, for practical, sound business methods and for congeniality.

"The vanilla bean business and the extract industry are obviously mutually dependent, the one upon the other, for without one the other would only get along with difficulty, and therefore it is apparent that a suggestion that would benefit one of these two would indirectly benefit the other. I am convinced that we can be of invaluable aid to each other, if we will but co-operate.

"It has been my experience that one of the most common and at the same time one of the most grievous of human faults is the tendency to jump at conclusions, to allow your business policy to be influenced by reports, the authenticity of which are distinctly questionable.

"Specifically what I am seeking to bring home to you is that early reports on crops are no positive criterion of what the state of the market is to be. For instance:

"Last Fall the crop of the so-called Bourbon vanilla was said to be the largest ever known and estimated at 750 tons; it now turns out to be less than 600 tons.

"Now let us take Mexico. Last November and December and even as late this year as February, the crop was reported to be about 75,000 pounds of cuts, and from current reports has now been reduced to about 40,000 pounds.

"The last crops of the various countries of production are:

"Mexico, 130,000 pounds of beans; 40,000 pounds of cuts.

"French West Indies, 35,000 to 40,000 pounds.

"Indian Ocean Islands: Madagascar, 380 tons; Comores, 145 tons; Bourbon, 75 tons, making a total of not over 600 tons.

"In regard to the next crop, it is too early to make any prediction concerning Mexico and Guadeloupe (F. W. I.), but it is generally conceded that the Bourbon crop will run short 25 per cent of last, and will not exceed 450 tons, but, as I have said before, it is yet too soon to give an accurate estimate; we must wait until the beans are cured.

"The arrivals at Marseilles to date are 525 tons, all of which are sold or held firm for higher prices, thus leaving 75 tons at the Colonies, part of which are sold, and the balance held at high figures.

"The situation as it is to-day leaves a small stock in New York, and ruling prices below those now practiced in France or at the Colonies."

The Outlook for Messina Oils

Joseph H. Huisking, vice-president of Charles A. Huisking, Inc., addressed the association as follows on the situation of Messina oils:

"When your Committee asked me to appear before you to outline the situation on Messina essences I felt deeply honored at the compliment but I realized too the obligation this invitation imposed inasmuch as these articles are of such great importance to you and also the dangers that lie in making predictions and I want to assure you that I have carefully studied the situation and am pleased to give you my impressions.

"During the last year considerable fluctuation occurred in the market on both lemon and orange oil. At times there was a wide variation in the prices quoted by different shippers abroad. This was partly due to the natural variations that always occur when a market has had a big fluctuation and then too it can be partly ascribed to variations in quality. Looking back over the last five years it is noted that the average importations of lemon oil amounted to approximately 570,000 pounds. At least some of this was re-exported to Canada, Mexico and South America so that it is probably fair to assume that the average consumption in the United States was a half million pounds per year and I rather feel that the consumption of lemon oil during the last twelve months has been well up to the average due to the fact that this flavor seemed to offer advantages as a substitute for peppermint flavor due to the extremely high price of the latter.

"A year ago the approximate market price for lemon oil was \$1, which considering today's value at \$2.30 represents an advance of approximately 130 per cent. Sicily had a very short crop, of that there is no doubt and if it were not for the fact that in 1925, when prices were generally considered tempting enough for speculation which resulted in importations in excess of what was consumed and that this excess was carried over into this year, I am afraid much higher prices would have prevailed. As it was, there were many periods during the time when Sicily was taking full advantage of the scarcity that existed there by raising prices rapidly, that it was possible to buy in this market at considerably under the cost of re-placement. It is perhaps fortunate too that these excess stocks were carried over which removed the necessity of taking further supplies out of Sicily, which, had it occurred, would have driven that market still higher. When the first rush in Sicily was over and they realized there that this market would not draw heavy supplies the incentive to further speculation was lost and prices began to ease off. This reduction was further helped along by the decline in the rate of Italian exchange.

"As for orange oil, the average importation seems to run very close to 200,000 pounds per year. This is without taking into consideration the amount of Californian oil that is now used and the production of the latter has undoubtedly had a bearing on the prices quoted abroad. On this commodity too Sicily had a short crop during the last year and a year ago the article was selling here at \$2.65/2.90 so that at today's approximate price of \$2.80/3.00 it shows that today's market is about 5 per cent higher than it was a year ago. There seems to be indications that orange oil is gaining in popularity as a flavor, but increased production in quantities sufficient to take care of any increase in consumption seems assured.

"As to the future trend of the market I can only say that this market is apparently well supplied but should the demand increase, which is to be expected with the approach of the consuming season, we can hardly hope for much lower prices this season. While some of the Italian shippers have recently shown an inclination to sell at reduced prices, I feel that any buying from this country would cause an almost immediate reversal of this condition, as all indications are that stocks in Sicily are well controlled."

Dr. Young Appears for Prohibition Unit

It was with much regret that the members learned at the last minute that Dr. J. M. Doran, of the Federal Prohibition Unit, was unable through other engagements to address the convention. As a substitute Mr. Doran sent Dr. C. E. Young, who was warmly commended by Mr. Bond as being equally a friend of the industry.

Dr. Young reviewed the situation as follows:

Mr. President and Members of this Association: After such a flowery introduction as Mr. Bond has just delivered I am afraid that after I have made my few remarks that he may find I am not up to the standard he has placed me in.

I want to express my appreciation for the invitation to be here today and to meet you all; although I feel that I know you all indirectly through handling your papers through the department, it is always a great advantage to be able to see and talk to the members of the organization.

I think that your committee who has selected this place for the meeting of this association should be congratulated. I must say it is one of the most beautiful spots I have ever seen in my travels.

We are now passing through the sixth and going on the seventh year of national prohibition. You as members of this association and in fact all individuals who are in any way concerned with the use of alcohol as a raw material, have had many trials, periods of anxiety and absolute fear as to the ultimate outcome of your business. We appreciate that and we want to make you understand, as officials in the department we have done everything within our power to make life worth living for you.

A personnel of a large organization similar to the Prohibition Department is hard to select. To get men who are thoroughly qualified for the various offices both in the field and in the department at Washington is almost an impos-

sibility. The salaries offered to men in the field are rather low, and when it is considered that they are thrown in contact with all sorts of conditions and subjected to temptations which do not occur, I might say, in any other department of the Government, it is not surprising that a great many of them fall by the wayside.

You have been harassed in your operations and have been caused delays by constant changes and modifications both as to policy and as to regulations on the law. It has been the aim of the department officials to interfere as little as possible with those legitimate industries which are compelled to look to alcohol as a raw material. The purpose of the law was to encourage the use of alcohol for legitimate purposes for manufacturing such products as you are interested in for the promotion of the different industries, etc. Sad to state, a great many officials of the ultra radical type can see alcohol only as a menace, and at that point the difficulties for the administration offices begin.

General Andrews in taking over the office of the prohibition unit endeavored to reorganize it in such a manner that the administering officer would be in closer contact with permittees and at the same time would be in the field to observe and take such action as he thought necessary against violators or potential violators. This change in some respects has improved conditions; in others I feel that it has not. The actual operation under permits I have said has probably benefited to a certain degree, but the department reserved the right to handle all matters of a technical nature at Washington in order that there might be no inequality as regards approval or disapproval of products which you and other organizations are vitally interested in.

A condition of unrest has existed in the Prohibition Unit ever since it was organized. It is a continuous change from year to year. In fact, it has been aptly said that the Prohibition Unit is the most highly reorganized department in the Government.

At the present time there is considerable movement on foot for new legislation. Bills are pending now before Congress which necessitate some radical changes in procedure and probably another reorganization. For the present probably nothing will be done as the legislation affecting prohibition is pretty well tied up.

I wish to convey to you members of this association the deep appreciation of the department for the assistance which has been given along certain technical lines, and further, in raising your industry to such a plane that supervision is reduced to a minimum. Through your Washington representatives you are in a position as an organization to obtain first-hand information as to changes or contemplated changes which would affect you in any way; and where these contemplated changes are felt to be detrimental to your service you are at liberty to discuss and offer suggestions for changes and modifications which might bring the same results as far as the department is concerned but might not work a hardship upon yourselves.

There is one thing I want to call to your attention at this time, and that is the change in the regulation regarding renewal of permits to use alcohol. Up to the present year it was not required that holders of permits to use tax paid alcohol should renew each year. An order has been issued during the past year that all permits shall be renewed. The purpose of this is to weed out certain preparations, give a thorough review to certain questionable permits which are now outstanding and which cannot be reached except through revocation proceedings. I can assure you that every means will be taken to facilitate and expedite the handling of papers of organizations whose standing is high. You will not be required to submit the formula with your papers. If there is any doubt as to any preparation we reserve the right to call for that particular formula, but it will not be general routine to file your formula. We simply ask you to list the products you are using or which you may wish to manufacture. These will all be passed upon at Washington with consideration by the various administrations.

There is another point that might be brought to your attention at this time, and that is the matter of change in the penal rate of the bonds. Owing to the reduction in the tax effective January 1, 1927, from 220 per proof gallon to

PANORAMIC PHOTOGRAPH OF THE MEMBERS TAKEN ON THE LAWN IN FRONT OF BRIARCLIFF LODGE, BRIARCLIFF MANOR, N. Y., JUNE, 1926



Seventeenth Annual Convention of the Flavoring Extract Manufacturers' Association of the United States

165, this reduction in tax increase is the differential tax to 475 from 420. As you know the penal rate of the bond is based upon the differential tax. Hence there will be an increase as far as bond rate is concerned of 55 cents. Those whose bonds are sufficient to cover and where there is ample margin will not be affected in the least. Those who are using up to the maximum on their bonds may be called upon after January 1 to strengthen them. The general regulation on this particular point will be issued in the near future.

Respecting your applications for renewal of your permits for 1927, I wish to impress upon each applicant that where a preparation is manufactured for several different concerns and not to be sold by the manufacturer under his own label this fact should be plainly stated. It is a difficult matter, very often, to determine the manufacturer of a product when its identity is lost by placing a new label on it. So if the application is broad enough to show under what labels the product is to be sold, it will save considerable correspondence and trouble for yourselves.

I wish to again thank you for your invitation to meet you here at this time, and I hope that we may be in a position to tender you every assistance where difficulties arise from time to time through your office or through the individual members. Thank you, gentlemen. (Applause.)

MR. CLAWSON: I move that a rising vote of thanks be tendered to Dr. Young for the able manner in which he has presented the situation to us. A copy of it should be sent to each member of the organization.

MR. HANDY: I would like to amend that to the effect that some sort of an appreciation be sent to General Andrews and Dr. Doran for having Dr. Young come and address us.

(The amendment was accepted and carried by a rising vote with applause.)

MR. BOND: Might I ask, it will be unnecessary except when called upon to file formula and labels with supplementary form 1404?

DR. YOUNG: It is unnecessary.

MR. SHERER: Isn't there a requirement that on private brands you put the number of your permit?

DR. YOUNG: That is not a requirement. It is a suggestion made by some of the manufacturers and we were agreeable to the suggestion.

MR. CLAWSON: In some of the rulings they have taken the stand that vanilla extract shall contain 35 per cent. alcohol, while the chemists of the organization at least have taken the position that the best grade vanilla extract could not be made with less than 40 per cent. That is the result of our findings. It seems to be a serious matter to the organization.

DR. YOUNG: I think our scale allows to 40 per cent.

Report of the Resolutions Committee

Chairman Bond presented the report of the Committee on Resolutions, which met with general approval and was adopted substantially as follows:

Whereas, the Alcohol Preparations Commission of South Dakota has decided to class many flavoring extracts and other alcoholic preparations as suitable for use as beverages and has set June 28 ensuing as a date for the hearing before said Commission by persons interested in their decision to show cause why their products should not be classed as suitable for use as beverages, therefore be it

Resolved, That this Association instructs its officers to have this hearing attended and to do such other things as in their opinion may be necessary to prevent flavoring extracts from being so classed.

Resolved, That this Association reiterates its purpose to see that the flavoring extract industry is conducted on the very highest plane or that its members pledge themselves to cooperate fully with the authorities in the enforcement of all proper laws and regulations applying thereto.

Resolved, That efforts be made to have Congress take the duty off of essential oils, vanilla beans and spices.

Resolved, That the President appoint a Grievance Committee with power to consider complaints and charges made against members and to recommend action thereon to the Executive Committee of the Association.

Resolved, That the earnest thanks and appreciation of the Association are extended to our President, Fred S. Rogers, for his able and efficient management of our organization during his term of office; to Thomas J. Hickey, our general counsel and executive secretary, for the energetic, able, and effective manner in which he has handled not only the duties of his office, but the perplexing matters submitted to him by individual members; to other officers of the Association, and to the members of the Executive Committee, as well as to the members of the various standing or special committees for the consistent good work they have done for the advancement of the interests of our Association.

Resolved, That the cordial thanks of the Association are extended to the following gentlemen for the instructive and interesting addresses with which they favored us: F. X. Dietlin, Joseph A. Huisking, C. E. Young, Judge William J. Bleakely, C. C. Green, George Nowland, John Glassford, F. M. Boyles and Hon. Ulrich W. Wiesendanger.

Resolved, That the most hearty and sincere thanks of this Association are given to our Convention Committee: Louis Spencer Levy, Chairman; C. R. Hammond, H. F. Croen, F. M. Boyles, Hugh C. Peters, L. B. Parsons, R. Righton Webb, Chester E. Smeltzer, H. B. Smith and J. Baird Magnus, especially to its Chairman, Louis Spencer Levy, for the remarkably efficient and untiring efforts which he has contributed to make this one of our most pleasant and successful conventions. This organization is deeply appreciative of the debt of gratitude we owe to this committee.

Resolved, That the thanks of the Association be extended to Mrs. J. Baird Magnus for her gracious co-operation in making the ladies' golf tournament a success.

Resolved, That the thanks of the Association be extended to Louis Spencer Levy, publisher of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, for the publicity and co-operation he has given us; and that his publication be continued as the official organ of our Association.

Resolved, That the thanks of our organization are extended to the *Spice Mill* and to the *Tea and Coffee Trade Journal* for the publicity they have given us.

Resolved, That our thanks are extended to the management of Briarcliff Lodge for the excellent manner in which they have taken care of our convention.

MR. BOND: I have another matter which is not in the form of a resolution, which has been suggested by Mr. Sauer:

"This is a suggestion: New, better, and more uses for flavoring extracts. Seventy-five dollars offered for first prize and \$25 offered for second prize, paid by me (Mr. Sauer), offered through the Association.

"Second: The Association to offer printed suggestions or receipts under Association's name to be paid for at cost by members. We will take \$500 of them."

The first suggestion was adopted and the second one was referred to a new committee which will handle the subject.

MR. HANDY: I have a resolution which it is my privilege and pleasure to submit.

R. H. Bond, Chairman of our Legislative Committee, has continued to render unwearied service to our organization and to our members. It is not too much to say that by his devotion, ability, energy, and fighting courage he frequently has been the sole factor in saving our industry from possible annihilation. While words are but poor things to express our esteem for such staunch and steadfast loyalty to our cause, nevertheless, be it

Resolved, That we again record our appreciation of Mr. Bond's splendid work and extend our thanks to him for what he has done for us, and assure him of our determination.

(Continued on Page 202)



Some of the Golfers Snapped at the Opening of the F. E. M. A. Golf Tournament

1. E. C. Kunz, H. S. Gensel, the Editor, E. G. Thomssen. 2. Convention Committee: (Standing) C. R. Hammond, F. M. Boyles, R. R. Webb, the Editor, (Seated) J. B. Magnus, H. F. Croen, B. H. Smith. The remaining members of the Committee were unable to be present. They are: Chester E. Smeltzer, L. B. Parsons and Hugh C. Peters. 3. A. D. Armstrong, T. S. Strong, J. A. Hodge, F. Z. Woods. 4. H. B. Miles, R. S. Swinton, H. F. Croen, J. B. Magnus. 5. The Chicago Contingent: J. W. Fenger, M. B. Zimmer, C. D. Craig, W. L. Filmer, A. F. Wussow, Frank Z. Woods, T. J. Hickey, R. J. Massey, D. T. Gunning and W. L. Conrath. 6. C. L. Lightfoot, C. E. Kelly, E. L. Knisel, T. J. Hickey. 7. L. A. Rosett, A. F. Kammer, W. A. Bush, D. Bishelli. 8. L. Lader, H. W. Heister, F. J. Lueders, E. S. Chenoweth.

Two foursomes started off before the official photographer got into action, and we regret their photos were omitted. In the first foursome were Frank L. Beggs, R. E. Heekin, W. S. Sherer, B. H. Smith; and in the second were C. R. Phillips, L. W. Chapin, N. C. Earl, Jr. and F. S. Muchmore.

(Continued from page 200)

tion to assist him in every way within our power to combat adverse legislation whenever and wherever it may be offered.

PRESIDENT ROGERS: That is very timely, Mr. Handy. I thank you for offering it and ask the Association to express a rising vote of thanks.

(The members arose and applauded)

MR. BOND: Gentlemen, I am more than repaid personally and I know that my chief is for the time you permit me to put in on this, by this wonderful expression of your confidence and loyalty for my feeble effort.

MR. MCCORMICK: If Mr. Bond wasn't with our firm I would really like to say some things. He couldn't have accomplished the things which he has in Washington if he hadn't put all his vitality into it because it takes real courage and fighting to get things through down there sometimes.

The new officers were nominated, elected and installed and after some very agreeable exchange of oral pleasantness the convention reached the end of the business proceedings.

THE ENTERTAINMENT FEATURES

The ideal setting of Briarcliff Lodge in the hills of Westchester County overlooking the Hudson, with its natural advantages for outdoor recreation, insured the members an unusually enjoyable time. Many made the trip to the Lodge by automobile along the winding roads through Tarrytown, but most of the members came by train.

At the station, buses met the trains, and the informality of Briarcliff Lodge became infectious at once, for strangers found themselves discussing with each other golf, tennis, swimming and other outdoor activities for which Westchester County is noted.

On arrival at the Lodge, members registered, and badges carrying the name of each one were distributed. This feature made unnecessary any formal introductions and did much to promote a spirit of fellowship. This was especially manifested at the luncheons which were in the nature of informal gatherings among old friends.

The annual golf tournament was held Wednesday immediately after luncheon when thirty-two men, candidates for prizes, were divided into foursomes. From the moment the first ball was driven until the last golfer checked in, the course presented an interesting spectacle of expert skill and of brilliant golf, and some, perhaps, that might not fall exactly into that classification.

For example, A. D. Armstrong won the longest drive, and, on the other hand, R. E. Heckin, by universal acclaim, was awarded the prize for "no cussing." Otherwise first prize was awarded to L. W. Chapin with a net of 84; second to N. C. Earle Jr., 87, and third to H. W. Heister, 92. C. R. Phillips won fourth prize; and was followed by B. W. Smith, H. B. Miles and C. E. Kelly. The low man in each foursome was also given a prize of a dozen balls.

A treat was afforded lovers of golf by the play of A. F. Kammer and F. Bishelli. Mr. Kammer, as is well known, is the amateur golf champion of New Jersey, and Mr. Bishelli is the golf professional of Briarcliff Lodge. At Mr. Kammer's request, he was not included as a contestant for the prizes, and so in recognition of his good sportsmanship the players decided to award special prizes to him and to Mr. Bishelli, both of whom made the same low scores of the day of 81.

And Dame Fortune, who often smiles to reward in unlooked for ways the efforts of the conscientious but modest worker, decreed that the lucky number prize should go to the Editor. Recognition was also duly given to the work of Thomas Hickey for his skill in the links when he carried off, without serious competition, all of the honors that go with the booby prize.

While the men were playing golf, a ladies' Putting Contest was held, prizes for which were won as follows: First,

Miss Lillie Meurer; second, Mrs. L. Lader, and third, Mrs. J. Baird Magnus. This very popular feature of the entertainment was arranged by Mrs. J. Baird Magnus. Those not interested in golf either enjoyed swimming in the big indoor pool or automobile rides around the lakes and to other points of interest nearby. J. S. Eaton and Hans Triest tied in the tennis tournament. The play-off will be held later.

One of the surprises of the convention was the shore dinner held Wednesday evening. The dinner made such a hit that President Rogers, at the conclusion, called upon the members for three cheers for the committee that brought the "seashore to the mountains."

After these were given, Mr. Rogers introduced Mr. Beggs who, amid almost continuous applause, presented the prizes to the winners of the golf tournament. At his conclusion Mr. Rogers sprang a surprise by presenting a fine driver to Mr. Beggs.

The following day one of the most interesting treats the association ever had was afforded by the visit to the West Point Military Academy. Immediately after luncheon, three large buses assembled at the Lodge and the members enjoyed a two-hour drive along the Hudson and over the Bear Mountain bridge to the academy. Provision had been made in advance for the reception of the members, and when the buses arrived, the members were welcomed and occupied camp chairs on the parade grounds, especially provided for them.

It so happened that prizes were presented that afternoon, and the ceremony, as well as the drill, proved to be most interesting. After the flag was lowered, the members re-assembled in the buses and the trip homeward was begun.

When the buses arrived at the Lodge, the members were ready for the annual banquet which was held in the spacious dining room overlooking the Hudson and Briarcliff Valley. At the conclusion of the feast, President Rogers introduced Ex-Mayor Wiesendanger of Yonkers, who, in turn, introduced the Hon. William J. Bleakely, judge of the Westchester County Court.

Judge Bleakely regaled his hearers from his experience on the bench with a series of interesting stories, after which he discussed criminal laws and their enforcement. Judge Bleakely pointed out that only seven per cent. of the criminals who come before the court ever had religious training after 14 years of age, and practically no home training. An interesting fact which Judge Bleakely developed from his observations was the practical value of the probation system. His experience showed that ninety-two per cent. of the men on probation in the county never repeat their crimes. The speaker also analyzed the question of bail and pointed out many of the difficulties the courts are compelled to contend with. At the conclusion of Judge Bleakely's address, dancing was enjoyed until an early hour in the morning.

Arrangements for the departure of the members were as complete and convenient as those for their arrival. Many informal automobile parties were made up to take the members back to New York City, from whence trains were taken for home.

All details of the convention were handled by the Convention Committee, composed of Louis Spencer Levy, AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, chairman; C. R. Hammond, Rossville Co.; H. F. Croen, Morana, Inc.; F. M. Boyles, Jack Beverages; Hugh C. Peters, Thurston & Braidich; L. B. Parsons, Seeman Bros.; R. Righton Webb, W. J. Bush & Co.; Chester E. Smeltzer, Gomez & Sloan; B. H. Smith, Virginia Dare Extract Co., and J. Baird Magnus, Magnus, Mabce & Reynard, Inc. Prizes were donated by Magnus, Mabce & Reynard, Inc., George Lueders & Co., W. J. Bush & Co., Dodge & Olcott Co., Morana, Inc., Thurston & Braidich, Monsanto Chemical Works, Florasynth Laboratories Inc., Derode Freres & Dammann, Inc., Illinois Glass Co., Orbis Products Trading Co., Owens Bottle Co. and Fritzsche Brothers, Inc.

MERCHANDISING OF FLAVORING EXTRACTS*

By CHARLES C. GREEN, President of the New York Advertising Club

Mr. Chairman and members of the Flavoring Extract Manufacturers' Association:

There are, I am sorry to say, various unkind rumors afloat concerning certain aspects of the business in which you gentlemen are engaged; and in order that my remarks may be of some practical benefit to you, it will be necessary to make extended reference to these rumors.

It has been stated, for example, that there are some 6,000 different brands of flavoring extracts on the market. This may be an exaggeration, but it is doubtless true that there are many hundreds of brands, a larger number of which are jobbers' and other private brands. And it is undoubtedly true that a cast number of these brands are low grade goods, so unworthy in quality as to be highly unsatisfactory to the user, and thus give the whole industry a black eye.

Individually, you may say that it is not your fault that there are thousands of brands of flavoring extracts on the market; that you are not to blame if flavoring extracts are in disfavor with housewives on account of the poor quality of so many of these brands. That is true of each of you individually, but is not true of the industry collectively.

Fewer Brands, Well Known, a Factor

If there were a few brands on the market whose high quality, purity, and reliability were known to the housewives of the country; if women knew that by purchasing any of these brands they would get fresh, pure goods of delicious flavor and unquestionable reliability, what would become of the great army of nondescript cats and dogs which now infest your field? They would starve to death. Women would go to the stores and ask for their favorite brand, and would take nothing else. There wouldn't be enough sale for unworthy brands to keep them alive. If they did manage to eke out a miserable existence, their sales would be so insignificant that they could not bother you competitively, nor could their lack of merit bring discredit upon your whole industry.

If you doubt this statement, step into another field of industry a moment, and see how it works out. Take the tooth paste industry, for example. You can name a few, a very few, tooth pastes, and then you have named them all. A comparatively few brands of fine quality and thorough reliability divide the market between them. There are enough of them for healthy competition, but it is clean competition with clean goods.

Today, if a manufacturer comes to an advertising agent with a tooth paste which he thinks of putting on the market, he is advised to keep his money. And a man who thought he could clean up a fortune by putting a brand of inferior tooth paste on the market and selling it on a low price basis, would be laughed at. Why is not a similar condition of affairs possible in your industry?

It is said, with what degree of truth you gentlemen knew better than I, that there is such a flood of poor stuff marketed under what should be the honorable and honored name of flavoring extracts, that the grocers have lost confidence in all of them; that the average grocer has on his shelves many brands that he doesn't know how he got or how he happened to buy.

Another of these sinister rumors is to the effect that there is in this industry a constant price warfare! that vicious trade abuses flourish, and that as a matter of common practice jobbers give dealers the benefit of so large a percentage of their discounts as to leave no profits for themselves.

Without claiming to have actual information as to the exact extent to which these evils exist in your industry. I can state from experience that such evils are almost inescapable in such circumstances as now prevail in the flavoring extract business.

*Address delivered at the seventeenth annual convention of the Flavoring Extract Manufacturers' Association of the United States, Briarcliff Lodge, June, 1926.

When a jobber knows that there is no demand for a certain brand of goods, and that he will have to sell them by main strength, if at all, what inducement can the manufacturer offer, in order to get the jobber to buy? There is only one: a low price and a big discount.

When the jobber has bought, and finds the retailers don't want the goods, what can he do to move them? The same thing, the low price, and a big slice of his own discount thrown in.

When the retailer has bought, and finds that housewives never heard of the goods and don't want them, what happens to him? He gets stuck. Being stuck, he gets sore. Not only does he get sore at the goods which stuck him, but at the whole industry. Because the poor chap has been stuck before.

Jobbers' discounts belong to the jobbers. If the goods are in healthy demand, the jobber has no incentive for splitting his discount with the retailer. There is no reason why he should; he can sell the merchandise without sacrificing his legitimate profits. Giving the jobber an extra discount doesn't help any. He sacrifices that, too, in order to get rid of goods that don't move.

Cut prices, whether to jobber or to retailer, are always ruinous in the end. When you cut a price, you establish a precedent. You set a new, and a lower, price standard. You give away your profits for nothing. When you try to work the price back to the old basis, to the figures which permitted a reasonable profit, the buyer shakes his head and waves you away. "Same price as last August, or nothin' doin'," is his final word.

Inside prices, special deals, and backstairs merchandising generally, have never built a healthy and prosperous business and never will. Whether used to fight competition, to bolster up declining trade, or to get at least some money into the bank, such methods are equally futile, equally disastrous in the end. If there are good business reasons for a price cut, announce it to all the world, and give every buyer the benefit of it. If you prefer a free deal, broadcast the news to the entire trade, and make it clear that every dealer has an equal opportunity to take advantage of it. Build yourself a platform, announcing a policy which is strictly open, above-board and on the level. Advertise that policy to the world, and live up to it.

As an example of what I mean, let me read a platform which a certain manufacturer in an allied line printed in all the trade papers, and sent through the mail to every drug jobber and every retail druggist in the country:

Announcement of Trade Policy

"At the beginning of a new year we write upon a fresh page of our history this platform of policies and principles which will in the future govern its relations with those who handle its products:

"A standardized selling policy, with equal advantages to all, and special privileges to none.

"No deals, discounts nor inside prices which are not open, under precisely similar conditions, to all dealers.

"A scrupulous adherence to every promise made; an earnest effort to assist every dealer to sell our products at a price which will provide a substantial and satisfactory profit.

"A concentration of our line upon popular items, and a maintenance of both adequate production and uniformly high quality.

"A generous and continuous advertising campaign, covering both national and local media.

"As these policies are in exact accord with the requirements and best interests of the trade, we shall confidently look forward to such co-operation from wholesalers and retailers as will make 1925 a banner year in our history; and will provide a volume of business and a margin of profit which will more than meet the expectations of every individual concerned in the distribution of Vivaudou products. This co-operation is earnestly solicited."

The business which published this platform (and has strictly lived up to it) was a sufferer from various bad practices, such as I have just described. The business was in such a desperate condition that in 1924 it lost over \$400,000. The new management took over control January 1, 1925, thoroughly cleaned house, and began to do business in a businesslike way. Notwithstanding the writing off of large sums and the taking back of a vast amount of old goods that clogged jobbers' warehouses throughout the country, the \$400,000 loss of 1924 was turned into a \$400,000 profit in 1925—and the profits for the first three months of 1926 were greater than those for the first 9 months of 1925.

Clean, Straight, Forward Policy Wins

No miracle was performed. The clean, straightforward, on-the-level policy which I have just read to you, plus a vigorous and extensive advertising campaign, worked this marvelous revolution. Similar methods will win success for the manufacturer of any worthy piece of merchandise.

You will never get anywhere by loading jobbers and dealers up with goods which they can't sell. Under modern methods, and in the modern acceptance of the duties of the manufacturer, your job is only begun when the goods are on the retailers' shelves. Do not make the serious error of assuming that when your goods are off your hands they are sold. Goods are not sold until they are in the hands of a satisfied consumer. The retail shop is only a halfway house.

"But," you may say, "it isn't my job to sell the goods off the retailer's shelves. That's his job. When he buys my goods they become his goods, and it's up to him to get rid of them."

That would be all very well if other manufacturers followed a similar policy, but they don't. The tobacco folks sell their goods to the consumer, and he goes into the store and asks for a package of Fatimas or Chesterfields, or a tin of Prince Albert or Tuxedo. He doesn't say, "Give me a package of cigarettes" or "Give me a tin of smoking tobacco."

Women go to the drug store and ask for a package of Mavis Talcum, or a box of Perfection Cold Cream, or a cake of Woodbury's Soap, or a tube of Colgate's Tooth Paste. They go to the grocery and ask for P. & G. Soap, or Shredded Wheat or Kellogg's Bran or Parsons' Ammonia.

But—and here's the rub—when they want flavoring extracts they just ask for flavoring extract, and you gentlemen who make honest, worthy, reliable products are up against it. You are at the mercy of a dealer with numerous brands of cats and dogs to get rid of. You are in direct competition with the 6,000, more or less, who haven't the slightest excuse for being on earth.

Whatever the line of goods, the dealer likes to place small orders, which are promptly filled with fresh, pure reliable goods. He wants quick turnover and a good profit. He wants a one-price policy, rigidly adhered to; he wants to be certain that he is treated precisely as every other dealer is treated, with fair dealings for all and special favors to none. And he wants his customers to come into his store and ask for your goods by their brand name, so that he can pick them off the shelf, wrap them up, hit the cash register and have it over with. But how can you give him all this cooperation in the face of public indifference and ignorances as to the name and quality of your goods?

That indifference and that ignorance gentlemen, is the fundamental trouble with your business today. It is up to you to correct it.

Consuming Public Needs Advice

There are, I am well aware, a goodly number of brands of excellent flavoring extracts on the market today, goods of which their manufacturers are properly proud. But as to the names and special merits of these products, the consuming public is grossly ignorant. And when I say the public, I don't mean scattered consumers here and there, or scattered communities here and there. I mean the great masses of American women—the millions who have piled up enormous fortunes for some of the products I named a moment ago.

Moreover, these great masses of women are sadly ignorant of the wide variety and manifold uses of flavoring extracts. I have heard that four-fifths of the business of

many of your manufacturers is confined to one flavor—vanilla. Why do so many women buy only vanilla, or possibly vanilla and lemon? Because those are the flavors they know about, and know how to use.

Women are poor experimentalists. They are not good gamblers and they don't like taking chances, especially with their cooking. They are not tempted to buy flavors they are not familiar with, and to make experiments in the hope that the result will be satisfactory. They know how to use vanilla, so they buy it.

On the other hand, women dearly love variety. They dote on new things. They like to surprise their families with novel dishes. It gives them a real thrill to serve company with foods and flavors and effects that are new.

The answer is, of course, that they must be shown. They must be told what and why and how. They must be educated, and nobody will ever give them a flavoring extract education unless you do it.

It may be a big job to educate women as to the wide variety of flavoring extracts you place at their disposal, and how each may be used in dishes which will be novel, appetizing and delicious. I never remember seeing a recipe book devoted to the proper use of flavoring extracts.

Recipes are now a familiar and very important feature of food advertising. It is a very effective and profitable form of advertising. Women read recipes, cut them out and preserve them. They use them freely. A recipe featuring a cake, pudding, ice cream or other dish with a flavor that women had never thought of using would create a lot of interest and sell a lot of goods. A campaign of such recipes, carefully prepared and widely advertised, would in my opinion put any one of you on the business map to stay, and build up for you a business and a reputation of inestimable value.

I am aware of the difficulties which you face when you contemplate extensive advertising. But these difficulties are not insurmountable, and sooner or later they must be faced and conquered.

One of these difficulties, of course, lies in the fact that some of your products are expensive, and last the user so long that the turnover is distressingly slow. That is a serious matter, but other manufacturers have had to face it, and to find some way to advertise profitably in spite of it. To name one instance, take the case of shears and scissors. A fine pair of Wiss shears costs from \$1 to \$1.50, and such shears have to compete with poor stuff that retails for half the money. And a good pair of shears lasts indefinitely, is often in use for two or three generations. Probably the average family doesn't buy a new pair of shears or scissors, of any type, oftener than once in three or four years. Yet Wiss, the best and most expensive brand of shears made in America, is widely and persistently advertised, both in newspapers and the highest price magazines. They are not advertised for fun either, but for increased sales and profits.

I do not know whether you gentlemen are prepared to dwell together in peace and harmony, and work for the common good of the whole industry, and whether you are occasionally addicted to the use of the scalping knife and stubbed club, but I will leave this thought with you.

Perhaps educational work of housewives of America that I have referred to is too big a job for any one manufacturer to tackle. If so, why not get together and do it collectively?

Why not chip in to an educational fund, as so many other groups of manufacturers have done. Establish a fund for Association advertising and tell the whole story of flavoring extracts and their many uses and publish it widely in the newspapers and women's magazines.

It is not a new idea and has worked successfully many times. It has tremendously increased the use of raisins, oranges and lemons, and has shown remarkable results even as in the case of such a well-known product as coffee. It has been used for literally everything from nuts to the lumbers of the trees they grow on. It has even raised the lowly prune to new standards in the public estimation.

"United we stand, divided we fall," is an old and true saying. Working as an Association, it is more than likely that you can standardize and stabilize the entire industry, and by educating the housewives to the use of your products greater sales and greater profits will accrue to all of you who are really prepared to render a worth while service to the public.

THE CONVENTION ROSTER

ACTIVE MEMBERS

Arbuckle Bros.	Chicago, Ill.
D. T. Gunning	
Baker Extract Co.	Springfield, Mass.
L. K. Talmadge, T. W. Carman	
Blanke-Baer E. & P. Co.	St. Louis, Mo.
Miller Winston	
Boyce Extract Company	Brooklyn, N. Y.
Leo Green	
Joseph Burnett Company	Boston, Mass.
George H. Burnett, Charles S. Purcell	
Virginia Dare Extract Co.	Brooklyn, N. Y.
Dr. B. H. Smith, J. S. Eaton	
Dill Company	Norristown, Pa.
E. L. Brendlinger	
Hallock-Denton Company	Newark, N. J.
F. S. Muchmore	
Horine & Bowey Company	Chicago, Ill.
C. D. Craig	
Jack Beverages, Inc.	New York, N. Y.
Dr. F. M. Boyles	
Jennings Mfg. Company	Grand Rapids, Mich.
C. W. Jennings, Jr.	
H. A. Johnson Company	Boston, Mass.
W. C. Whitman	
H. Kohnstamm & Co., Inc.	New York, N. Y.
Ludwig Lader	
Larkin Company	Buffalo, N. Y.
John A. Handy	
F. H. Leggett & Company	New York, N. Y.
Lester Wallace	
J. N. Limbert & Co., Inc.	Philadelphia, Pa.
M. Cortizas	
Massey & Massey Company	Chicago, Ill.
R. J. Massey	
McCormick & Company	Baltimore, Md.
W. M. McCormick, R. H. Bond, John Glassford	
McMonagle & Rogers	Middletown, N. Y.
Fred S. Rogers	
Jos. Middleby Jr., Inc.	Boston, Mass.
F. S. Morison	
Morrow Extract Company	New York, N. Y.
Geo. C. Morrow	
Geo. H. Nowland Company	Cincinnati, Ohio
Clark C. Nowland	
Price Flavoring Extract Company	Chicago, Ill.
A. F. Wussow	
W. T. Rawleigh Company	Freeport, Ill.
R. G. Sappenfield, D. G. Lashelle	
Roosa & Ratcliff Chem. Company	Cincinnati, Ohio
J. P. Roosa	
S. M. Sargeant Company	Worcester, Mass.
S. M. Sargeant, Jr.	
C. F. Sauer Company	Richmond, Va.
C. F. Sauer	
Schuster Company	Cleveland, Ohio
J. J. Schuster	
Sherer-Gillett Company	Chicago, Ill.
S. J. Sherer	
Stickney & Poor Spice Company	Charleston, Mass.
H. E. Tower	
Strong, Cobb & Company	Cleveland, Ohio
T. S. Strong, J. E. Griggs, Dr. E. L. Maines	
Thomson & Taylor Company	Chicago, Ill.
George E. Hurd	
Twitchell Champlin Company	Portland, Me.
Geo. B. Hilsley	
Vanilla Laboratories Inc.	Rochester, N. Y.
C. R. Phillips, L. W. Chapin	
J. R. Watkins Company	Winona, Minn.
Dr. E. G. Thomssen, H. S. Gensel	
Williams & Carleton Co.	Hartford, Conn.
Guy Stanley	
Wood & Selick	New York, N. Y.
E. S. Chenoweth	

ASSOCIATE MEMBERS

W. J. Bush & Company, Inc.	New York, N. Y.
R. Righton Webb, R. S. Swinton	
Antoine Chiris Company	New York, N. Y.
Irving Bennett	
P. & P. Derode Frères & Dammann	New York, N. Y.
F. X. Dietlin, Jean Dammann, Frank J. Roe	
Dodge & Olcott Company	New York, N. Y.
R. R. Sloan, J. F. Pound	
Federal Products Co.	Cincinnati, Ohio
F. Z. Woods (Chicago), Herbert Schiel, Alfred J. Theine	(New York)
Florasynth Laboratories, Inc.	New York, N. Y.
Louis A. Rosett, Alexander Katz, Charles L. Senior	
Fritzsche Brothers, Inc.	New York, N. Y.
R. D. Armstrong, M. B. Zimmer (Chicago)	
August Giese & Company	New York, N. Y.
O. E. Giese	
Gómez & Sloan, Inc.	New York, N. Y.
Benj. F. Graves, Jr., Chester A. Smeltzer, W. T. Brewer	
J. B. Horner, Inc.	New York, N. Y.
Fred W. Stichweh	
Illinois Glass Company	Alton, Ill.
J. A. Hodge (New York)	
George Lueders & Company	New York, N. Y.
H. W. Heister, F. J. Lueders	
Magnus, Mabée & Reynard Inc.	New York, N. Y.
J. Baird Magnus	
J. Manheimer	New York, N. Y.
I. Manheimer	
Monsanto Chemical Works	St. Louis, Mo.
H. B. Miles, W. L. Filmer (Chicago)	
Morana, Inc.	New York, N. Y.
Dr. H. F. Croen	
Owens Bottle Company	Toledo, Ohio
W. C. Earl, Jr. (Boston), D. C. Applegate (New York),	
O. K. Whipple, Jr. (New York), James Morrison	
Rossville Company	Lawrenceburg, Ind.
Wm. Haines, Dr. Leonard Blackman, C. R. Hammond	(New York)
Salem Glass Works	Salem, N. J.
C. L. Lightfoot (New York), C. E. Kelly (New York),	
E. L. Knisel (Boston)	
Jas. S. Schmidt & Company	New York, N. Y.
J. S. Schmidt	
Thurston & Braidich	New York, N. Y.
W. L. Conrath, J. J. Sullivan	
H. Triest Co., Inc.	New York, N. Y.
Hans Triest, W. H. Triest	

VISITORS

American Trading Co.	New York, N. Y.
J. E. Nielsen	
Burton T. Bush, Inc.	New York, N. Y.
Dr. E. J. Kunz, C. L. Weston, W. A. Bush	
Chas. L. Huisking, Inc.	New York, N. Y.
Jos. A. Huisking	
Alexander Lowy	Pittsburgh, Pa.
Mathieson Alkali Works	New York, N. Y.
J. W. Fenger	
Miller Mfg. Co.	New York, N. Y.
W. A. Upham	
Seeley & Company	Nyack, N. Y.
John H. Beach	

The Ladies Present

Mrs. R. D. Armstrong, Mrs. W. T. Brever, Mrs. Jean	
Dammann, Mrs. R. E. Heckin, Mrs. L. Lader, Mrs. L. S.	
Levy, Mrs. J. Baird Magnus, Mrs. I. Manheimer, Mrs.	
W. M. McCormick, Mrs. F. S. Muchmore, Mrs. L. A.	
Rosett, Mrs. C. F. Sauer, Mrs. J. J. Schuster, Mrs. C.	
L. Senior, Mrs. H. E. Tower, Mrs. L. K. Talmadge, Mrs.	
W. C. Whitman.	

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

SPICE TRADE ELECTS ELLIMAN PRESIDENT

The twentieth annual meeting of the American Spice Trade Association was held at the Hotel Astor, New York, in May, with John C. Wirtz, president, in the chair. Several changes in the by-laws and rules were voted. Non-resident memberships at \$25 per year were provided, with resident members' dues \$75.

The name of the former imports committee was changed to standards committee, and it was empowered to adopt standards of quality of whole spices. The standard arrival and spot contracts were changed, effective July 1, to read, "Quantity, about . . ." in place of "Quantity, 5 per cent more or less." Standards for pepper and cloves were amended.

The annual report of President Wirtz in commenting upon the success of the work of the arbitration committee said that "results are much more quickly and economically obtained than would be the case if similar disputes were submitted to courts of law."

Officers were elected as follows: President, John B. Elliman, Littlejohn & Co., Inc.; vice-president, Geo. B. Hutton, H. P. Winter & Co., Inc.; treasurer, J. P. Knight, Irwin-Harrisons-Whitney, Inc.; directors to serve two years, Lester Wallace, Francis H. Leggett & Co., and Wm. Archibald, Jr., Archibald & Lewis Co.; arbitration committee, John Clarke, John Clarke & Co., Inc.; P. W. Walsh, Van Loan & Co.; John C. Wirtz, Lang-Kidde Co., Inc.; I. B. Catz, Catz American Co., Inc.; John L. Sipp, Jas. W. Phyfe & Co.; alternate arbitration committee, Jas. S. Murphy, Stickney & Poor Spice Co.; Wm. Archibald, Jr., Archibald & Lewis Co.; Ernest L. Prior, E. L. Prior & Co.; Lloyd M. Trafford, Chas. T. Wilson Co., Inc.; C. Vincent Armstrong, Chas. E. Armstrong, Inc.

P. W. Walsh and Alfred Joensson are hold-over members of the board of directors, and Chas. H. Hanson, chairman of the Spice Grinders' section, as a member ex-officio.

Members of the executive committee of the Spice Grinders' section were elected as follows: Chairman, Chas. H. Hanson, Thomson & Taylor Co., Chicago; Norman S. Dillingham, D. & L. Slade Co., Boston; D. T. Gunning, Ar-buckle Bros., Chicago; N. L. Schmid, Woolson Spice Co., Toledo; Irving Fitzpatrick, Knickerbocker Mills Co., New York.

H. F. Lee, 82 Wall street, New York, was reappointed secretary.

Members of the Spice Grinders' section met, with George M. Armor, chairman, presiding. The annual stag dinner was followed by a theatre party.

Henry Howard Heads Manufacturing Chemists

The annual meeting of the Manufacturing Chemists' Association was held at the Whitehall Club, New York, June 2, with Elon H. Hooker, president, in the chair. Addresses were made by B. W. Dunn, chief inspector for the Bureau of Explosives of the American Railway Association; Charles C. Concannon, chief of the chemical division, Bureau of Foreign and Domestic Commerce; and A. E. Foote, of the division of simplified practice of the Department of Commerce.

The following officers were elected: President, Henry Howard, Grasselli Chemical Co.; vice-presidents, W. D. Huntington, Davison Chemical Co., and H. A. Galt, Columbia Chemical Division of Pittsburgh Plate Glass Co.; treasurer, Salmon W. Wilder, Merrimac Chemical Co.; secretary, John I. Tierney, 614 Investment Building, Washington; executive committee, Adolph G. Rosengarten, Powers-Weightman-Rosengarten Co., chairman; Dr. Charles L. Reese, E. I. duPont de Nemours & Co.; Wm. H. Bower, Henry Bower Chemical Manufacturing Co.; C. W. Millard, General Chemical Co.; H. F. Atherton, National Aniline & Chemical Co.; H. L. Derby, Kalbfleisch Corporation; Phillip Schleussner, Roessler & Hasslacher Chemical Co.

BLAIR AGAIN HEADS PROPRIETARY ASSN.

At the forty-fourth annual meeting of the Proprietary Association at the Hotel Pennsylvania, New York, in May, problems of the drug trade, of which distribution and price maintenance were the features, were the subjects of addresses and discussion. The annual report of Frank A. Blair, president, chronicled 1925 as a prosperous year for members of the organization and forecast 1926 as another good year.

Harry B. Thompson, counsel for the association, discussed legislative problems of the last year and devoted particular attention to the amendments to the Andrews prohibition reorganization bill. He scored vigorously the recent attempts of the Senate sub-committee in charge of substitute bills to report these without allowing a hearing to trade representatives.

The present officers of the association were re-elected for the ensuing year, as follows: President, Frank A. Blair, Centaur Co., New York; first vice-president, E. K. Hyde, Mentholatum Co., Buffalo; second vice-president, J. H. Howe, A. H. Lewis Medicine Co., St. Louis; secretary-treasurer, Charles P. Tyrrell, Syracuse Medicine Co., Syracuse, N. Y.; general counsel, Harry B. Thompson, Washington; general representative, E. F. Kemp, editor *Standard Remedies*, Washington; and chairman of the legislative committee, W. E. Weiss, Sterling Products Co., Wheeling, W. Va. H. Smith Richardson, Vick Chemical Co., was elected a member of the executive board to fill the vacancy left by the death of Harry Vars.

The next meeting of the association will be held May 10 and 11 next year, unless something unforeseen happens to prevent.

Synthetic Organics Hold Outing

The annual Spring outing of the Synthetic Organic Chemical Manufacturers' Association was held at Briarcliff Lodge, Briarcliff Manor, New York, June 10, 11 and 12. About 50 members of the association left by bus on Thursday afternoon, spending the following day largely in outdoor recreation and in playing golf.

Prizes in the annual golf tournament were won as follows: First, Elon H. Hooker; second, R. E. Dorland; third, W. S. Tuttle. Those who did not play golf, enjoyed aquatic sports in the indoor pool of the Lodge.

In the evening, the annual dinner was held. Dr. Charles H. Herty was toastmaster and the only speech of the evening was made by Dr. M. Segre, who outlined some interesting aspects of the Italian organic chemical industry.

Other than an executive session, no meetings were held and the outing was primarily social in its purpose.

Dr. Wagner President of Chemists' Club

Officers of the New York Chemists' Club were elected at the annual meeting, May 5 as follows: President, Dr. T. B. Wagner; resident vice-president, C. R. Downs; non-resident vice-president, E. R. Weidlein of Pittsburgh; secretary, J. W. H. Randall; treasurer, A. G. Robinson; trustees, T. R. Duggan and Irving Hochstadter.

Twenty-two living rooms are being added to the club by the conversion of two floors formerly used for offices.

American Oil Chemists Meet

At the seventeenth annual meeting of the American Oil Chemists' Society held in New Orleans in May, the following officers were elected: President, R. H. Fash, Fort Worth, Texas; vice-presidents, T. H. Trivithick, New York; W. R. Stryker, New Orleans; C. S. Cox, Memphis; secretary-treasurer, J. C. P. Helm, New Orleans (re-elected). Rising votes of thanks were extended on unanimous motion to retiring President J. J. Vollertsen, Chicago, and Mr. Helm for their services during the year.

Under a new plan of the society, certificates for referees
(Continued on Page 216)

CONGRESS HESITATES TO PUT MORE "TEETH" IN DRY LAW

Text of Various Revised Bills, With Provisions on Alcohol Permits;
Court Decisions on Denaturing Plants; State Officers as U. S. Agents

WASHINGTON, June 14.—As Congress prepares to adjourn all indications are that the Treasury bill putting more teeth in the prohibition law will fall by the wayside.

The Republican steering committee of the Senate has refused to give the bill a place on the Senate program for action during the closing days of the session and in view of this situation it is unlikely that it will be passed in the House either.

The dry forces and the Treasury may make some effort to obtain action, but in view of the attitude of the Republican steering committee of the Senate and of the certainty that the wets would conduct a filibuster and would seize the opportunity to propose as amendments all of their various bills modifying the Volstead act nothing is likely to come of it.

The Senate bill is known as the Goff bill while a somewhat similar bill in the House is the Graham bill. The Goff bill as approved by the Senate judiciary committee is on the Senate calendar while the Graham bill has been reported from the House judiciary committee.

Graham Bill Better Than Goff's

The Graham bill insofar as it pertains to alcohol permits is much less objectionable than the similar provisions in the Goff bill, which provides that all permits shall be considered as having been issued for one year and that the commissioner of prohibition may refuse to issue or to renew permits "when in his reasonable discretion the issuance or renewal thereof tends to defeat the purpose of the National Prohibition Act." The Graham bill while it provides that all permits shall be considered as having been issued for one year and shall expire on the 31st day of each December, does not contain the objectionable provisions of the Goff bill giving power to the commissioner to refuse to issue or renew permits at their expiration, in his discretion.

The republican steering committee while refusing to give the Goff bill a place on the program listed the Treasury reorganization bill as one of those to be given preference. This bill, which is known as the Green-Smoot bill, has been passed by the House and reported favorably by the Senate finance committee but with an amendment which is objectionable to the alcohol using industries. This bill creates bureaus of prohibition and customs in the Treasury Department. As passed by the House it was entirely acceptable to all groups.

The Senate finance committee, however, amended it by providing that the commissioner of prohibition should be appointed by the President and confirmed by the Senate. The House bill had provided for the appointment of the prohibition commissioner by the Secretary of the Treasury and without Senate confirmation. The effect of the House bill was to center authority in the Secretary of the Treasury who presumably would delegate his authority to the Assistant Secretary of the Treasury who has immediate supervision over the commissioner of prohibition. This assistant at present is Assistant Secretary L. C. Andrews.

The effect of the bill as amended by the Senate committee, according to the fears of the alcohol using interests, would be to set up a bureaucrat in the office of the prohibition commissioner who, having received his appointment direct from the President, would consider himself more or less independent of the Treasury Department.

Recalls Haynes' Autocratic Actions

This was the situation when Prohibition Commissioner Haynes, who was appointed by the President, sought to be a supreme power independent of the Treasury even though he was technically under the Secretary of the Treasury. This committee amendment will be opposed on the floor of

the Senate and in conference if the Senate should pass it in that form.

The Republican steering committee of the Senate also put on the program the bill placing prohibition agents under civil service.

The subcommittee of the Senate judiciary committee which held hearings on general prohibition legislation, including the various proposals to amend the constitutional amendment and to modify the Volstead act to permit the sale of light wines and beer, shelved all of these measures for the session in a report to the full judiciary committee. Its recommendation was that their consideration be indefinitely postponed. Senator Reed of Missouri, the only wet on the committee, submitted a minority report.

Senator Means of Colorado, on behalf of the judiciary committee, reported to the Senate the Goff bill. Commenting upon the section dealing with permits and the section relating to denatured alcohol Senator Means said in this report:

"It was the intention of Congress that all permits issued in Title II and Title III of the national prohibition act should be subject to renewal annually. This has been questioned in the courts. Section 3 definitely makes permits expire annually. This section also gives power to the commissioner to refuse to renew a permit if, in his discretion, such renewal tends to defeat all purposes of the national prohibition act. A review in a court of equity is provided for. Power is given to courts to issue temporary permits until the cases have been decided upon their merits. Legitimate business is therefore protected.

"It was not originally assumed that denatured alcohol and denatured rum would become a source of beverage liquor. This use has, however, become common and constitutes a serious menace both to the legitimate business using industrial alcohol and to society and law enforcement. Section 4 is designed to bring denatured alcohol and denatured rum under the control of the government and to subject to seizure and forfeiture where it is being used in violation of the law. Adequate punishment is also provided for a violation of this section."

Provisions Relating to Alcohol Permits

Sections of the Graham bill as reported to the House from the judiciary committee applying to alcohol permits and to denatured alcohol are as follows:

"Section 3. That the second paragraph of section 6 of Title II of the Act of October 28, 1919, entitled the 'National Prohibition Act,' as amended and supplemented, is hereby amended by striking out the first sentence thereof and substituting therefor the following:

"All permits now in effect or hereafter issued pursuant to the provisions of Title II and Title III of the National Prohibition Act shall be considered as having been issued for one year, and shall expire on the 31st day of December next succeeding the issuance thereof: Provided, That the commissioner may without formal application or new bond extend any permit granted under Title II and Title III of the National Prohibition Act, or laws now in force, after August 31 in any year to December 31 of the succeeding year: Provided further, that permits to purchase liquor for the purpose of manufacturing or selling as provided in this act shall not be for amounts greater than the legitimate business need of the permittee shall require for a period not to exceed ninety days from the date of issuance. Nothing in this section shall be held to deny to the permittee the right to a review by a court of equity, as provided in section 5, Title II, of the National Prohibition Act."

"Section 4. Any liquor, denatured alcohol, denatured rum, or article in part manufactured therefrom, intended or designed for the manufacture of liquor intended to be used in violation of the National Prohibition Act or

that has been so used shall be subject to forfeiture and no property rights shall exist in such property; and such denatured alcohol, denatured rum, or other article containing alcohol, as does not substantially comply with the formula under which it is authorized to be manufactured, or that is used in willful violation of law, shall be subject to seizure and forfeiture, and the commissioner may by regulation determine what variation from such formula shall be deemed prima facie evidence of a substantial variation. Any person who without permit shall remove the denaturants from any denatured alcohol or denatured rum, or who shall redistill any denatured alcohol or denatured rum for beverage purposes, or who for beverage purposes shall by any method or process extract any liquor, denatured alcohol or denatured rum from any article in part manufactured therefrom, or who shall make or sell, or knowingly remove, or transport any intoxicating liquors for beverage purposes made from such alcohol or rum, shall be imprisoned not more than ten years or fined not more than \$25,000, or both. Any person who shall obtain, under permit, any denatured alcohol or denatured rum, for use in the production of any article, and who shall then willfully divert such alcohol or rum to any use other than that authorized by his permit, shall be imprisoned not more than five years or fined not to exceed \$10,000, or both. All such alcohol or rum so diverted shall be subject to seizure and forfeiture. No person shall be subject to the payment of taxes or tax penalties for the violation by a servant or agent of any law relating to liquor, denatured alcohol or denatured rum unless such violation be committed with his actual knowledge."

Representative Graham in his report submitted to the House on behalf of the judiciary committee made the following comments:

"This bill was introduced at the request of the Treasury Department in order to strengthen the prohibition laws and facilitate their enforcement with greater efficiency. The bill gives the Treasury Department added powers over the manufacture of cereal beverages containing less than one-half of one per cent of alcohol by volume. It provides for the annual renewal of permits and places denatured alcohol and denatured rum clearly within the province of the prohibition forces. It also extends section 29 of the Penal Code by adding a provision making it a crime to counterfeit an application, permit, permit form, physician's prescription, physician's prescription blank, etc., whereby any intoxicating liquors may be unlawfully withdrawn."

Using State Officials As Federal Agents

The Senate judiciary committee through a subcommittee gave consideration to the President's executive order authorizing the employment of state officials at a nominal compensation of \$1 a year each as federal enforcement officials. A majority of this committee held that the President's order was legal. Senators King of Utah and Caraway of Arkansas dissented.

Before reporting the Graham bill the House judiciary committee held a hearing at which Assistant Secretary Andrews and representatives of various alcohol using interests were present. Assistant Secretary Andrews approved the permit provision as contained in the Graham bill, having agreed not to insist upon the provision as contained in the Goff bill in the Senate.

Representatives of alcohol using interests in attendance at the hearing included James P. McGovern of the United States Industrial Alcohol Company; W. L. Crounse of the National Wholesale Druggists Association and American Manufacturers of Toilet Articles; H. S. Chatfield of the National Paint, Oil and Varnish Association; R. H. Bond of the Flavoring Extract Manufacturers' Association, and E. C. Brokmeyer of the National Association of Retail Druggists.

Notice on Renewal of "H" and "I" Permits

The commissioner of internal revenue has issued the following notice to prohibition administrators relative to the renewal of 1927 basic permits of "H" and "I" classifications:

"Prohibition Administrators in calling for renewal applications for 1927 basic permits of 'H' and 'I' classifications

will require, in addition to the Application Form 1404, Supplemental Form 1404, and all data relating to products which are listed thereon; except, that this additional requirement may be waived, in the discretion of the Administrator, as to class 'A' permittees whose records are in every way satisfactory.

"All products, except U. S. P., N. F., and A. I. H. preparations should be listed on Form 1404 Supplemental, to which should be attached labels and formulae for the products thereon, except flavoring extracts of the standards set forth in Article 805, Regulations 60, the formulae and labels for which should not be required in connection with renewals. Forms and pertinent data relating to non-official and non-standardized preparations should be forwarded to the Washington office as soon as possible after receipt by the Administrators in order to avoid congestion of the work during the latter part of the year. A thorough review of this class of preparations prior to the issuance of the 1927 permits is of great importance.

"Form 7817 should be discontinued in connection with the renewal of basic permits under Regulations 60, and all renewals should be made on regular permit Form 1405, as the use of Form 7817 produces an incomplete record and does not curtail the work in connection with the renewal of permits sufficiently to justify its continued use.

"In order that the review of the renewal applications may be accomplished expeditiously and thoroughly it should be impressed upon permittees that applications must be complete in every detail when filed with the Administrator."

Ma-King Products Company Losses Appeal

Right of the commissioner of internal revenue to disapprove applications for permits has been upheld by the United States Supreme Court in the case of the Ma-King Products Company of Pittsburgh, which was denied authority to operate an alcohol denaturing plant in that city.

The upper court affirmed decisions by the federal district court of Western Pennsylvania and the circuit court of appeals.

The company alleged that it had made application in proper form for a permit and that the commissioner had "arbitrarily, illegally and without any reason or warrant in law or in fact" disapproved the application and refused to issue it. The commissioner of internal revenue in answering the suit denied that he had acted arbitrarily and illegally but that as a result of an investigation he had become convinced that the officers of the company were not of such character as to make it desirable to issue the permit.

This case reached the Supreme Court over a year ago and did not involve the issue raised in more recent cases in which the commissioner of internal revenue refused to re-issue permits which had already been in effect.

The Supreme Court in its opinion written by Justice Sanford said:

"Title II of the prohibition act provides that 'all the provisions of this act shall be liberally construed to the end that the use of intoxicating liquor as a beverage may be prevented'; that, with certain exceptions not here material, no one 'shall manufacture, sell, purchase, transport, or prescribe any liquor without first obtaining a permit from the commissioner so to do'; that no permit shall be issued to any person who within one year prior to the application therefor shall have violated the terms of any permit or any Federal or State law regulating traffic in liquors; that no permit shall be issued 'until a verified, written application shall have been made therefor, setting forth the qualification of the applicant and the purpose for which the liquor is to be used'; that the commissioner 'may prescribe the form of all permits and applications and the facts to be set forth therein, and before any permit is granted 'may require a bond in such form and amount as he may prescribe to insure compliance with the terms of the permit and the provisions of' the title; and that if the commissioner refuses any application for a permit, the applicant 'may have a review of the decision by a court of equity,' which may affirm, modify or reverse his finding 'as the facts and law of the case may warrant.'

"It is clear that the act does not impose on the commissioner the mere ministerial duty of issuing a permit to any-

(Continued on Page 238)

VEGETABLE OIL HEARING AND FLEXIBLE TARIFF TALK

**Commission Orders a New Inquiry Into the Basic Costs of Production;
United States Commerce Chamber Favors the Creation of a New Board**

WASHINGTON, June 14.—Hearings in the long delayed vegetable oil case took place before the Tariff Commission during the past month. At the conclusion of the hearings the commission announced that briefs may be filed until July 1. It is expected that the commission will require several months in which to consider recommendations and that no report will be forwarded to the President much earlier than next autumn.

During the hearings witnesses representing soap manufacturers and other importers of the vegetable oils involved, cottonseed, soya bean, peanut and cocoanut oil, urged a reduction in present duties. Spokesmen for agricultural interests, particularly in the South, interested in producing peanuts, soya beans and cottonseed opposed any reduction in duty, the high rates of the present law having been provided as a means of protection for these interests.

Inquiry Ordered on Production Costs

While hearings were in progress the Senate adopted a resolution offered by Senator George of Georgia directing the Tariff Commission to make an inquiry into the cost of producing peanuts, soya beans and cottonseed in the United States and in competing countries and to report to the President. The commission promptly ordered the inquiry as requested. The effect of assembling the so-called agricultural costs would be to place in the hands of the President this information in acting upon whatever recommendations may be submitted by the President in the vegetable oil case.

Agricultural interests in the vegetable oil case as well as in sugar and in other cases have insisted that the commission should base its domestic costs of production upon costs to the farmer rather than upon prices paid to the farmer by the mills. The Tariff Commission has invariably adopted mill costs as the basis which in the event of a low market might show that a lower duty furnished adequate protection. Using agricultural costs as a basis, on the other hand, might show a higher duty to be necessary.

At the hearing before the Tariff Commission Mason Trowbridge, general counsel for Colgate & Co., was one of the chief spokesmen for the soap manufacturers. Mr. Trowbridge outlined various facts desired by the commission.

Mr. Trowbridge said that France is the principal competing country on peanut oil and that China exports most of her peanut oil in the form of peanuts. He said that soya bean crushing in the United States is on a commercial basis but not as a separate business, being conducted in conjunction with other activities.

Commission's Cost Report Disputed

Mr. Trowbridge questioned the tabulation of costs of soya bean oil production in the commission's report on the ground that they were not representative.

He contended that costs in China should be considered for 1923-24 as domestic costs were for that year instead of taking the 1922-23 figures as had been suggested, because of the very wet year in 1924 in that country and the relatively less oil content in the beans from that crop.

Mr. Trowbridge said that it costs about the same to crush any of the oil seeds. He indicated that certain mills listed in the calculation of costs of producing soya beans have reported excessively high costs and should be excluded. In practice, he said, imports are limited to crude vegetable oils, but it is unnecessary to place different duties on crude and refined oils.

Floyd M. Barnes, manager of the buying department of the Procter & Gamble Company, testified that the Pacific coast and New York City are the principal domestic centers

(Continued on Page 243)

WASHINGTON, June 14.—Investigation of the operation of the flexible tariff by a special Senatorial committee, headed by Senator Robinson of Arkansas, Democratic leader of the Senate, will not come to an end before Congress adjourns. Hearings are still in progress and may be resumed in the autumn. In any event no attempt will be made to prepare a report until the Senators return for next winter's session of Congress.

Just at present it is difficult to forecast the outcome of the inquiry. It is certain that a majority of the five members of the committee will be severely critical of the protectionist Republican group on the commission, but whether they will be able to agree upon a recommendation with respect to the future policy of the commission is not as yet clear.

The feature of the past month's hearings of the committee was the testimony of William S. Culbertson, former vice-chairman of the commission and now Minister to Rumania. Mr. Culbertson was brought back from Europe with the understanding that he would back up the charges of Senator Norris of Nebraska that President Coolidge sought to get him off the commission because of his activity for a reduction in the duty on sugar and that the President in different ways sought to influence the work of the commission.

Mr. Culbertson while criticizing the protectionist Republicans of the commission, denied that the President had interfered in any manner and insisted that his appointment as Minister to Rumania and a previous offer of an appointment as a member of the Federal Trade Commission had anything whatever to do with the sugar investigation but grew out of his own desire to secure another place in the government service.

The effect of Mr. Culbertson's exoneration of President Coolidge was somewhat marred when Senator La Follette of Wisconsin produced a letter written by Mr. Culbertson to E. P. Costigan, independent member of the Tariff Commission, from Bucharest on July 27, 1925, in which the Rumanian Minister severely censured President Coolidge for his appointment of E. B. Brossard as a member of the Tariff Commission. In this letter Mr. Culbertson said that he "didn't suppose that Coolidge would do the thing so rawly if he did it at all." Mr. Culbertson informed Mr. Costigan that "evidently our suspicions were correct and Brossard has been playing with the sugar lobby and now he has his reward." Mr. Culbertson added that if the liberal elements "can defeat Warren, this raw case ought to be easy."

Mr. Culbertson in his testimony said that he left the Tariff Commission because he felt that an opportunity for public service no longer existed for him there and that the situation had become impossible "for one who believed that the application of judicial standards could save the law from unconstitutionality and keep the new tariff making experiment in line with American traditions of government." He said that for almost four years he had sought an opportunity to leave the Tariff Commission, his preference being to go in the diplomatic service.

"The President never so much as intimated that I change my decision in the sugar case and I never did change it," said Mr. Culbertson. "He never suggested to me any delay on the sugar report which would have made it impossible for him to come to a decision on the record before the November election of 1924."

David J. Lewis, former Democratic member of the Tariff Commission, in appearing before the Senatorial committee suggested various amendments to the flexible tariff law. He would give the commission rather than the President the power to fix rates of tariff duty under maximum figures set by Congress, the recommendations of the commission to be laid before Congress and if not vetoed by the legislative body within 30 days to become effective.

The commission should modify its rates as conditions

change, he said. He declared opposition to proposals to reduce the membership of the commission below six, saying that if it performed its functions properly its membership rather should be enlarged.

The Chamber of Commerce of the United States in connection with the investigation of the operation of the flexible tariff issued a statement favoring a continuation of the system of flexible tariff rates but with administration taken from the Tariff Commission and put in the hands of a Flexible Tariff or Tariff Adjustment Board.

The chamber would have the present Tariff Commission serve solely as a research body, and a new board created to fix rates, this board's decisions having the effect of law.

"Business men believe," says the chamber, "that tariff revision by Congress should be done on the basis of the best information available bearing on the United States and foreign statistics and data of production, trade, prices, wages, costs, standards of living, and other elements entering into competitive conditions between foreign and domestic industries. Tariff revision should not be made hurriedly, and should not be made on the basis of impressions and guesswork, when the pertinent facts are ascertainable. Likewise, the administrative features of the tariff bear so vitally on business that they should be worked out with great care. And our commercial policy with regard to other nations is so dependent on our own tariff administrative provisions that those provisions should be framed carefully, in the light of known facts about the tariff policies and relations of other countries and colonies.

"This is the field in which the United States Tariff Commission originally was created to work, and in which we feel it has done much successful work. The special studies prepared in connection with the various tariff schedules at the time of the last tariff revision, the dyestuff studies, the comprehensive studies of colonial tariff policies and of reciprocity and commercial treaty policies, the comprehensive dictionary of tariff information and the codification of the customs laws, are all examples of useful work by an investigating body, making non-partisan studies of fact.

"We believe there is an important and permanent field of work for a permanent tariff commission. We think that field should be recognized, and the tariff commission, as a research body, made permanent and continuing.

"The membership of the Chamber of Commerce of the United States is on record in favor of flexible tariff rates. Tariff revision was needed when the last tariff revision took place, but the process of a general tariff revision is always disturbing to business, and organized business as represented in the Chamber of Commerce of the United States recommended that the tariff should be flexible, so that adjustments in acute cases of destructive competition from abroad and in other cases affected by changing conditions could be made, without the necessity of prolonging or immediately renewing general tariff revision.

"We have no reason to believe that the membership of the Chamber of Commerce of the United States has changed its views as to the desirability of having a carefully restricted system of flexible tariff rates.

"It was recognized by our Committee on Tariff Principles that in recommending a substantial change in the technical framing of tariff legislation, to authorize flexible rates, it would not be a feasible thing to have a congressional committee sitting continuously on individual items and schedules of the customs tariff and bringing into Congress at short intervals recommendations for changes in rates. It was felt that the matter of considering changes, within fixed limitations, of the rates established by Congress should be turned over to a non-partisan board, which our Committee styled as a Tariff Adjustment Board which should act substantially as a court, conducting hearings and taking evidence, and getting reports on matters of fact from the United States Tariff Commission, and should make definite findings, which should have the effect of law. Our membership voted for such a separate tariff adjustment board.

"We are not in favor of multiplying the number of government boards, but we are in favor of separating bodies with quasi-judicial functions from purely research organizations and from official bodies making official recommendations as to policy. We believe in a separation of functions, especially in connection with quasi-judicial functions bearing directly on commerce."

NEW DIVISION IN TRADE BOARD

WASHINGTON, June 14.—Establishment of a new division known as the Division of Trade Practice Conference has been announced by the Federal Trade Commission. The purpose is to co-ordinate in this division all work incidental to holding conferences with representatives of industries for the purpose of aiding such industries in the adoption of rules of conduct looking to the elimination of harmful or unfair trade practices.

This step by the commission is in line with the purpose of the present majority to handle complaints to as great an extent as possible in private conferences. The majority believes that many improper trade practices can be corrected through conferences of this character and with less injury to business than under the old method of invariably issuing formal complaints.

The new division will take over the trade conference work which has been heretofore scattered among several divisions. A number of successful conferences have been held in the creamery, furniture, knit goods, typewriter, oil, jewelry, music, book, printing and cotton industries.

Chemical Advisory Committee Meets

The Chemical Advisory Committee to the Department of Commerce met at the department in Washington last week and the following members of the committee were present: A. Cressy Morrison, New York City, chairman of the committee; Dr. H. E. Howe, Washington, D. C., secretary; Dr. A. S. Burdick, Chicago; Henry Howard, Cleveland; Dr. L. H. Balkeland, New York City; Dr. Charles H. Herty, New York City; E. T. Trigg, Philadelphia.

Secretary Hoover addressed the committee on matters of general interest affecting commerce and industry. Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce conferred with the committee concerning the future development of the chemical division of the department. G. C. Concanon, chief of the chemical division, assisted by T. W. Delahanty, assistant chief, explained what progress had been made during the past year in perfecting and developing statistics pertaining to the chemical industry and outlined the new statistical services which are expected to be in effect soon. It was announced that world surveys covering crude drugs, essential oils, serums and vaccines are contemplated and will be undertaken as soon as possible.

The chemical division has been preparing an exhibit for the Sesquicentennial at Philadelphia, which will indicate the activities of the division and the position which the United States occupies in the chemical industry of the world. Such charts, diagrams and other exhibits as are now ready were presented and explained to the committee.

New Law Creates Customs Court

The Board of General Appraisers hereafter will be known as the United States Customs Court under the provisions of a bill passed by Congress and signed by President Coolidge. The new law does not give increased powers but adds to the prestige of the board and recognizes that in effect this board has been performing the functions of a court. Members of the board sponsored the measure and Secretary of the Treasury Mellon and the Department of Justice gave their approval.

Metric Movement Halted

Legislation on the metric system appears to be out of the question at this session of Congress as a result of the recent action of the House Committee on Coinage, Weights and Measures in defeating a joint resolution of Representative Lowrey of Mississippi, directing the Bureau of Standards to make a survey of metric system and determine the advisability of adopting it for general use in the United States.

Synthetic Aromatic Imports

Imports of synthetic aromatic chemicals in May totaled 12,114 pounds valued at \$13,963, which was less than in any month since January. The total in April was 15,436 pounds valued at \$20,824. In January the total amounted to 8,690 pounds, valued at \$11,165.

POSTER AND STREET CAR ADVERTISING

Publicity Mediums Which Are Very Useful for Many Purposes, But Which Should Be Used Sparingly, If at All, for Toiletries

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

Posters flourish in every center where people congregate, on every highway, and along the right of way of every railroad. Everybody sees them; and, as a rule, they are so attractive or so garish that nobody can refuse them at least a passing glance. It would seem, at first thought, that a medium which nobody can fail to see must be a good medium for the advertising of any kind of merchandise which appeals to the masses—and some things, at least, which appeal to the classes.

Let us see whether this is true or not.

Some goods are bought on impulse; others by the exercise of reason and judgment. Chewing gum is bought on impulse; nobody sits down and argues with himself as to whether or not he had better invest a penny or two in a wad of gum. Cigarettes and smoking tobacco are bought on impulse. Men are always experimenting with smoking materials. We see the advertisement of a new brand of cigarettes; we say to ourselves "I believe I'll try them," and we do. That is all there is to it.

Attraction in Beauty or Boldness

Therefore it logically follows that posters are excellent mediums for tobacco advertising. They attract our attention by their beauty or their boldness; they say "Try the New and Wonderful Alfalfa Cigarette," and thousands obey.

Automobile tires are not bought on impulse, but by the exercise of judgment, but that does not necessarily mean that posters are not good mediums for tire advertising. Tires are heavily advertised in the magazines and newspapers, and through such mediums make their merits and their various characteristics known to the motorists. The picture of a Goodyear Tire on a poster, and the few words which accompany the picture, call to the mind of the passing motorist all that he has read and heard concerning the Goodyear Tire. In this case, the poster is a reminder; it gives an added punch to the informative and educational work done by the newspapers and the magazines.

If the Goodyear Tire were absolutely unknown, the case would be different. The poster would be merely a picture, and not a reminder. It might in time sell some tires, but it would not and could not be a first class medium for the purpose.

It should also be noted that tire advertising, placed through the medium of posters along the highways frequented by motorists, reaches a very large number of interested consumers. Practically everybody who passes is a possible purchaser of tires, which is an important factor to take into consideration.

Question Full of Complications

The whole question of poster advertising is, obviously, full of complications. Take the advertising of foods, for example. Some foods are bought on impulse; others by the exercise of judgment. Surely good judgment should be used in the purchase of bread, and bread is extensively advertised on the billboards. Here again we are dealing with

a commodity with which the public is thoroughly familiarized by newspaper advertising. The leading bakers spend large sums in telling their story to housewives in the columns of the newspapers, and the poster is a reminder, as in the case of tires. The poster is not called upon to educate people either as to the general uses of bread, or the merits of any particular brand. That work has already been done.

But if the product advertised were new and unknown, or imperfectly understood, conditions would be entirely different. For example, as association of sauerkraut manufacturers recently ran an extensive magazine advertising campaign for the purpose of educating people to eat more sauerkraut. This campaign, I believe, was quite successful; but if it had been waged on the billboards it would have been an utter failure.

The public knows what sauerkraut is and how it tastes, and in order to increase its consumption it was necessary to inform people as to the high food value, healthfulness, and special characteristics of sauerkraut. This is educational work; it cannot be done through the use of a medium which the consumer sees for only a moment as he hurries by. People won't stop to read a long story on a poster; if you have a long story to tell the poster is not your medium. Tell the story in mediums which people hold in their hands and read thoroughly; after you are sure they know the story, perhaps you can use the poster as reminder advertising. Perhaps!

All these generalities about poster advertising bring us around to the subject in which we are most interested. Can posters be used successfully in the advertising of toilet articles?

Expensive Series of Soap Posters

Soap advertising is sometimes seen on the billboards. There has been an extensive series of posters advertising Palmolive in use recently, and a very handsome and impressive appearance they made. Soap is a toilet article; but it is not in the same class with perfumes and face powder. Soap is an article of universal use; you do not have to argue with people as to the necessity or advisability of buying it.

Soap is bought by men as well as by women; hence the soap poster appeals to a far wider audience than it would if it featured an article used exclusively by women. This is an important point. Posters used on city boards are seen, perhaps, by as many women as men, but along the highways and railways this is not the case. If you will post yourself on any turnpike or boulevard heavily patronized by motorists, and count the number of women passengers in the first hundred cars that pass, you may be surprised at the small percentage of that sex in the total, and at the number of cars in which there are no women at all. There is obviously a large waste in circulation if a poster especially appealing to women is seen by five or ten times as many men as women; it is very much like using Vogue or Harper's Bazar to advertise to men.

Referring again to soap, it should be noted that soap is not a particularly intimate and personal commodity. Its

principal purpose is to wash off the dirt. It may help wonderfully to preserve that schoolgirl complexion, but it is chiefly used for cleanliness, and cleanliness is a homely virtue.

Perfumes, face powders, creams and the like belong to a different, more intimate, more aristocratic branch of the toiletry family. They seem out of place on posters; they seem too personal to be flaunted gaudily on the highways. The dainty and artistic packages do not lend themselves favorably to the kind of illustrations used on posters—the kind which must be used if the poster is to be effective. And the picture of a woman powdering her nose belongs in the magazine and the newspaper, and not the public thoroughfares.

Whether or not women buy toiletries on impulse or by the exercise of judgment may be an open question; but, at any rate, they like to read about them. They like the flowing and glowing phrases of the cosmetics copy-writer; they like to be assured that this or the other powder or cream will make them bloom with the fresh loveliness of a spring morning; they like to be assured that the Duchess of Weehawken accentuates her enchanting personality by the use of a certain perfume. You can't tell stories of that seductive type on the billboards; and even if you've told it so many times in so many magazines and newspapers that you feel sure that every woman in the land is familiar with it, the great outdoors is hardly the place for your reminder advertising. It doesn't seem to fit.

An exception may be made of the one-sheet posters in the subway and on the "L" platforms. These are not so big and glaring—so completely exposed to all outdoors. They are partially, if not entirely enclosed from the action of the elements, and seem at least a little more appropriate for the advertising of intimate and personal feminine utilities and luxuries. They have another advantage; they are on the direct travel route of the people to whom they appeal.

The same is true, in larger degree, of car cards. This is a medium which toiletries advertisers can logically and profitably use. The car card is relatively small and unobtrusive; its smaller size, and sheltered location, make possible artistic delicacies of treatment which are not feasible in the case of posters.

If you have beautiful packages, the car card can depict them faithfully and attractively. The face of a pretty girl can be shown to excellent advantage—quite differently from the Gargantuan monstrosities of the 24-sheets. And the woman who rides has the time to read a few words of text; giving you the opportunity to put over at least one important fact relative to the superiority of your wares.

The car card, too, is on the direct road to market. The street cars, subways, and buses are packed with women shoppers. There could be no more appropriate and fortunate time to give them a reminder of your goods; in a few minutes a considerable proportion of them will be passing the very counters where they are for sale. If a woman needs talcum powder, a word about yours, spoken a few moments before she is in a store where she can make the purchase, is the timely word that will clinch many a sale.

The car card repeats its message so frequently and persistently, and presents what it has to say so gracefully and opportunely, that many manufacturers in various lines make it the backbone of their advertising campaigns. Occasionally we hear of some product that has been popularized, in large towns and cities, by the use of this one medium. But while it may be considered as something more than

mere reminder advertising, the new advertiser should not be too hasty in tying himself up with it. It may well be that he will find a good deal of educational or experimental work necessary before the car cards can do a 100 per cent job for him, and it is not possible to do experimental work in the street cars.

In magazine and newspaper advertising, he can experiment—he can get in and get out, and try new copy and new slants and new mediums. In the street cars, he can change his copy, but he can't get in and get out. As a rule, the companies controlling street car advertising demand long time contracts; and many a new advertiser has tied up a lot of money in 3- and 5-year contracts and heartily wished that he hadn't.

The advertisers of toilet accessories have never taken very kindly to outdoor advertising; even the tooth paste folks, with their lavish expenditures and tremendous activities stick pretty closely to those time-tried favorites, the magazines and the newspapers.

In the choice of mediums, the example of the old-timers is a good one to follow. They know; they have been through the mill, and paid good money to find out what mediums are profitable and what are not.

But beyond the matter of mediums, there is no good reason why the new advertiser should follow anybody's example. The temptation to do so is strong; in this respect, as in others, the feeling of the adventurer into the new field is that the old-timers should know best what should be done.

This is by no means true. Advertising, in every line of business, gets into a rut. Most automobile advertising; most men's clothing advertising; most food advertising; most toiletry advertising, has too strong a family resemblance. Without going too far afield and being absolutely incongruous, the new advertiser can often work out a style and method which takes him out of the rut, gives him distinction and prominence, and makes his advertising produce far better results than would be the case if he simply followed the old cut-and-dried methods which have become so familiar and hackneyed that they have lost that novelty which is the principal feature of attractiveness.

There is plenty of room for experiments in the nature and style of toiletry advertising; but in the matter of mediums, the beaten path is the safer one. The temptation to depart from it is often strong; the highly trained and persuasive salesmen of different classes of mediums can prove by the most formidable and apparently indisputable facts and figures that theirs is the one and only medium that leads on to fame and fortune. They cannot all be right—and most of them are wrong more often than they are right.

Of Value for Research Work

(Conrad Deichmiller, President Dental Products Laboratories, Inc., Los Angeles, Calif.)

Pursuant to undertaking a research work and an analysis of the feasibility of my company marketing their products Direct-by-Mail and adding to them a line of perfumes and cosmetics, I found an interesting reference in a library advertising book on "Packages" in THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW of December, 1921. Being unacquainted with your journal I sent for this number and a recent sample copy to determine its value to us. THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is undoubtedly the ranking aristocrat in its field, for every page bears the imprint of distinction upon it, and I want to acknowledge the help your journal has been to get us in touch with sources of supply and the very human interest and generous offers of help we have received from some of your advertisers to facilitate our research work in connection with our problem.

When we finish our research work and simmer all the factors down to a final analysis and take up the manufacturing end we will doubtless find your journal indispensable to our work.

A NEGLECTED MANAGEMENT AID IN PRODUCTION

Graphic Presentation of Facts as Applying in Toiletry Manufacture;
End of Fifth of Articles on Organizing and Conducting a Plant

By RALPH H. AUCH, B.A., Ch.E., Cincinnati, Ohio

(Continued from Page 73, April, 1926)

In the Accounting Department

Such charts as are prepared in the accounting department are of great value to the department itself and in addition are of even greater value to the business executive. The accountant deals in figures all day long and so the figures on the balance sheet are ordinarily quite readily assimilated by him. Current liabilities, amounts of inventory, accounts receivable and so on are all expressed in the same units, that is, dollars, and are all intimately related, yet until the maize of figures is charted the average executive cannot get the relationships as quickly or as completely as he should.

Since the aim of every company in the industry is net profits it is only natural that the net profits curve is the yard-sticks by which the prosperity of the organization is measured. Here, then, is the first place to adopt the graph. It is of especial value in the larger company where the stock is held by others than those who manage its affairs, for the former are more interested in whether the company is making money than they are in how it makes it.

The budget idea in financial control has proven itself of inestimable value again and again. The making up of budgets necessitates comparison with past conditions and experiences and with general business prospects, so graphs have a place in their preparation. So that the tail does not wag the dog, the budget should be revised from month to month in the light of the current comparisons between the budget figures and actual results and the analyses of current and prospective business activity. Such revisions as are made will of course be reflected in production and inventory control, and sales and advertising effort.

Generally the bars are let down pretty low in the collection department for the reasons that distribution is so important and the spread between production cost and selling price is so great. A washable map with the different areas marked each month according to the conditions prevailing in each section is helpful not alone to this department but to the sales and advertising departments as well.

Monthly analysis in charted form of the various methods of payment such as percentage of customers taking up discount, paying after thirty days, after sixty days and only after being drawn upon, is of value in evaluating the collection policy. In addition, it is of value in determining whether bills, notes, etc., can be met when due and whether or not loans will have to be negotiated.

Such other data and statistics on sales, collections, production, etc., as are accumulated in this department may be segregated for the respective departments to use and to chart as they see fit.

In the Production Department

In some industries the lapse of time from the receipt of the raw materials until the finished product is on the shipping platform is a period of several weeks or even months. In such industries progress charts are indispensable and definite date of delivery could not be promised and the

promises fulfilled without them. In the toilet goods industry there are few, if any, products that can not be completed in a few days at most, so that the value of charts is not immediately apparent.

The manufacturing output, manufacturing efficiency, manufacturing cost, waste and in the larger organizations the labor turnover are all important. If their importance is not appreciated, it will be upon investigation and analysis by charts.

The chart of the output shows whether the producing end of the business is keeping up to the requisite quota. This chart offers the means of correlating the sales and production, and is of greatest help in the production of those products for which there is a seasonal demand. It permits of gauging the accumulation of finished goods in anticipation of the sales peak and serves as a guide in determining the time to reduce the working force and the number of employees that can and should be released after the sales peak is past.

The manufacturing efficiency and manufacturing cost are closely related. The chart of the latter includes the material as well as the labor so that an increase in material cost may give the curve an upward trend in face of increased labor efficiency. It is well to chart the productive labor charge of each product separately. This chart will reflect the effect of any new process, any change in package and the installation of every new piece of machinery or equipment.

In this industry, waste due to defective manufacture or other causes having to do with the productive process is not such a large financial loss if the defects are discovered before the merchandise leaves the premises. However, if the defective goods get into the hands of the dealer or, worse still, the consumer, the loss is not alone the direct monetary loss, that is, the value of the merchandise. A loss of good will, with all the sales and advertising effort entailed in its creation, is incurred. The amount of returned goods offers the best available gauge of defective goods. If the sales volume is increasing by leaps and bounds this fact must be taken into consideration, otherwise the increase in returned goods may cause unwarranted alarm. In other words, if sales are mounting, the volume of returned goods may increase although the percentage is growing smaller. Hence a chart indicating not only the actual returns but also the percentage of returns to total sales is the more reliable.

Fluctuations in wages can be observed by a chart showing the number of operatives employed and the total wages paid. In the large organizations, the wages are adjusted so that the company can make an active bid for labor or services in the open market without antagonizing business friends and neighbors in the community. Owing to the vigilance of one or another of the higher-ups, there are few occasions when the wage and salary scale gets out of balance with other industries in the community. However, in the smaller organization the employer, whether he be president or straw boss, may, out of the goodness of his heart, or through sympathy, or friendship for the employee, through fear of

loss of his services or through ignorance of the conditions in the labor market, gradually elevate wages above the normal level. Such a situation puts an undue burden on the employer and leads the employee to place a false valuation on his services, one impossible of attainment in the open labor market. Graphs as advanced above tend to avoid these conditions.

Much of the data accumulated in graphic form can be exhibited for its moral effect upon the employees. A chart showing the breakage of bottles, wastage of labels or corks, etc., for instance, instills a feeling of uneasiness and desire to improve the showing when the curve tends to move upward and is an incentive to further effort when it is declining.

On one occasion, when the breach between mounting sales and wavering production was an ever-widening one, the use of simple graphs kept before a group of employees served a double purpose. Production was materially increased and the production cost was correspondingly reduced. The group at work on the product in question was made up of about seven to ten male employees and fourteen to seventeen women. A hand-operated counting device was provided at the packing end of the conveyor table so that any one could call to the packer and learn the total production for the day up to the moment their interest prompted them to make the inquiry.

The total production each day was divided by the total number of productive hours (number of employees times hours of working day, plus number of hours every employee not devoting full time to this "production line" spent on it) gave a figure plotted as the production per person per hour. In addition to this curve the two columns of tabulated data, namely, number of employees and total daily production, was shown.

The enthusiasm engendered in this way had but one drawback, that of putting total production above neatness of the completed package. Closer and more frequent inspection overcame this difficulty. Those operating the filling, corking, capping and labelling machines in this "production line" reported immediately the slightest defect in their machines which might lead to any reduction of the output, whereas, formerly they avoided bringing these things to the attention of the management and only mentioned them when they served as excuses for "below standard" output.

The graphic method lends itself admirably to the presentation of all important data to the workpeople, who ordinarily take little or no interest in tabulated statements.

Conclusion

The foregoing has been merely an attempt to suggest the many places in the toilet preparations industry where graphs can be a help and a guide. No attempt has been made to define, describe or illustrate the use of the various types of graphs that industry generally has found of value although the curve and the map will fit or suit most requirements or conditions and consequently find widest application.

Statistics and graphs are legion in variety and in number and may be made to cover the entire business in its every department. They may be divided into two classes, those that are important enough to be gathered every week or month, year in and year out, and those that need be gathered and pictured only at intervals when it is necessary or desirable to check up on the regularity of performance.

W. H. Smith has made two statements regarding the use of graphs in business generally which are equally applicable to the toilet goods industry specifically. One is: "It is an

interesting comment upon business methods that the most accurate graphic analysis of a company's financial position often comes from outside sources, particularly from agencies interested in the company as a means of speculation and investment."

The other: "The complete application of statistics will entail tabular presentation, graphic analysis, and written comment so that the result not only is perfectly comprehensible but also practically applicable."

Graphs are easily prepared and in part at least take the guesswork out of business. The measure of their value is solely their utility and this, then, should determine their number and variety in any given organization.

(This Series will be Continued)

FIRST AID ROOMS IN SMALL PLANTS

First aid rooms are an integral part of most large industrial establishments, and in small plants they can also aid production as well as employees. The general factors to be considered in organizing a first aid station in a small factory are: 1, Extent and character of service likely to be rendered; 2, Type and training of person to be in charge; 3, Location, size and equipment of room.

As a general rule, if the accident rate is high and a plant contains no doctor, nurse, or dispensary, a considerable reduction in the cost of accidents can be demonstrated by a first aid station in charge of a well trained nurse, according to "First Aid Rooms in Small Plants," a booklet just issued by the Metropolitan Life Insurance Company. If a trained nurse is not to be in charge of first aid work, the attendant should be well trained in the principles of first aid by a competent authority.

Persons doing first aid work not under the immediate direction of a doctor must scrupulously avoid any attempt to: 1, Clean up serious wounds; 2, Set fractured bones; 3, Remove foreign bodies from any part of injured person if embedded, particularly from the eye; 4, Administer any drugs except in an urgent emergency.

One hundred or two hundred square feet should be planned for a first aid room. It should be centrally located and placed so as to insure quiet, comfort, and privacy. The room should be heated and have light and ventilation from outside windows, as well as good artificial light. The best interior finish is tile or plain white or gray paint, and the floors should be of some impervious material that can be easily washed. Running water is essential.

Simple equipment helps to avoid mistakes in treatment and aids in the upkeep. A flat firm couch, a cover, two dark blankets, a pillow provided with a rubber cover, a white metal or painted wooden table for dressings, two chairs, drinking water with paper cups, a covered waste pail, and two enamel basins complete the furnishings for a room where no elaborate treatment is to be undertaken.

The first aid kit or cabinet should be of the simplest type and contain:

A. Tincture of iodine and applicators or iodine in individual ampules.

B. Bandages and sterile dressings. Finger dressings—1½-inch compresses, 3-inch compresses—a few large 4 x 6 inch compresses, a few bandages of various widths.

C. A tourniquet.

D. Aromatic spirits of ammonia.

E. Adhesive tape and safety pins may be added.

In addition to the supplies, scissors, towels and pure soap are all that is necessary. An accurate record should be kept and followed up to make sure that subsequent satisfactory care is obtained.

"First Aid Rooms in Small Plants," based on recent recommendations by authorities, regulations by State departments of labor, safety associations, and practical experiences of many plants, is the first of a series on industrial hygiene. Copies may be had by writing to the Policyholders' Service Bureau, Metropolitan Life Insurance Co., New York City.

PERFUMERY AND SOAP SUITS IN COURTS AND CUSTOMS

COLGATE WINS USE OF PICTURE

The use by Colgate & Co. of the picture and name of General Ambrose E. Burnside, Civil War Commander, in advertising the sale of shaving cream cannot be restrained, according to a decision by Supreme Court Justice Erlanger handed down May 28.

Suit was brought by the General's only surviving relative his niece, Miss Ella C. Patterson of Milwaukee. Miss Patterson sued for an injunction and \$150,000 damages because of the use of her distinguished relative's picture and name.

In his decision Justice Erlanger said:

"Until the Legislature shall declare that the publication of the picture of a dead person without the consent of the heirs or next kin is illegal, no action can be maintained, either on the theory of libel or violation of the right of privacy."

Justice Erlanger referred to Section 1,340 of the penal code which provides that "a malicious publication by writing, printing, pictures, effigy, sign or otherwise than by mere speech, which exposes any living person or the memory of a person deceased to hatred, contempt, ridicule or obloquy, or which causes or tends to cause any person to be shunned or avoided, or which has a tendency to injure any person, corporation, or association of persons in his heir or their business, or occupation, is a libel." Justice Erlanger continued:

"Assuming that the publication in question is punishable as libelous under the act, it does not follow that a civil action for libel is maintainable thereunder or at common law. With the ethics of the publication in question the Court does not concern itself. The article is humorous, but as to its taste, it is questionable."

Alan Fox, attorney for Colgate & Co., in addition to his previous argument when the case was heard, submitted a brief citing the naming of a cigarette for Lord Chesterfield and a cigar for Robert Burns. He said that "English royalty brought no action because the name of Queen Victoria's consort was bestowed on a frock coat." He said it was no disrespect to Washington to name a brand of coffee for him, or to Lincoln to give his name to an automobile. Mr. Fox added:

"We think that General Burnside himself, if he was as great as we think he was, would only have smiled at the use of his name in connection with shaving cream. No apology even is necessary for the use of General Burnside's portrait. It is a handsome portrait, showing the distinguished General with a hand thrust between two buttons of his uniform in the Napoleonic manner. Nothing was done to bring out his whiskers with undue prominence or detract in any manner from his dignity."

Duty on Toothbrushes and Eyebrow Brushes

TOOTHBRUSHES.—Protests 105800-G/71249, etc., of Bernard, Judé & Co. (Chicago). Toothbrushes and eyebrow brushes classified at 60 per cent ad valorem under paragraph 31, tariff act of 1922, are claimed dutiable at 45 per cent under paragraph 1407.

Opinion by Sullivan, G. A. From the evidence it was found that the component material of chief value in the brushes is not the celluloid handles but the bristles in the hard and medium brushes. They were therefore held dutiable at 45 per cent under paragraph 1407. The protests were overruled as to the soft brushes and those marked "Oro."

News Permeates Every Page

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain *all* of the news. You must read the advertising pages also to get the full benefit.

JERGENS WINS A WOODBURY SUIT

An injunction has been granted to the Andrew Jergens Co., manufacturers of John H. Woodbury Facial Soap, against the Bonded Products Corp. of Brooklyn, restraining the latter from making William A. Woodbury Soap unless the wrappers are clearly marked to prevent any confusion between the two products. The injunction was granted June 5 by Judge Robert A. Inch.

The issues in the case were published in this journal, April, pages 67 and 68. The Bonded Products Corp. manufactured the soap for a corporation known as John H. Woodbury and the John H. Woodbury Laboratories, Inc., and it appeared from the record that defendant stopped all the work complained of as soon as the situation was brought to its attention. The issues raised, however, are of general interest, as they involve the use of a name and trade mark.

In its opinion, the court said in part:

"* * * While I have given this limited detailed consideration to the question of infringement of complainant's rights by the Distributors, I do not understand the complainant to contend that the defendants or any of them have violated or threatened to violate any rights which the Jergens company claims under the 1901 contract. Its charges of infringement having been predicated mainly, if not entirely, upon the hypothesis that it has the sole and exclusive right to use the neckless head trade-mark and the name 'Woodbury' upon toilet articles and dermatological preparations. Andrew Jergens Co. vs. Woodbury, Inc."

"It has been clearly decided by two previous courts, in litigations between the Jergens company and the other parties to the 1901 agreement, that plaintiff has not the exclusive rights to the word 'Woodbury'; that William A. Woodbury (and during his lifetime John H. Woodbury) could and can use their own names in the manufacture of soap; that even though the name 'Woodbury' has received a 'secondary meaning' in the minds of the public, there is no exclusive right thereto in the Jergens company."

"Plaintiff complains among other things of the use by defendant in wrapping soap for William A. Woodbury, of the wrappers 'Woodbury's Calamined Soap,' 'Woodbury's Skin Soap' and 'Skin Soap, William A. Woodbury, Ideal.'"

"I have decided to limit my consideration to these soaps concededly made and wrapped by defendant. There is some confusion about others. Therefore I am deciding as to 'Calamined Soap' (1924), the 'Skin Soap, with black wrapper' and the 'Skin Soap, with the blue wrapper' (1925)."

"The plaintiff, in view of the decisions, cannot yet hope to have an adjudication, that to it, alone, belongs the word 'Woodbury.' Eventually there may be no 'Woodbury' left to take the field of soap manufacture and assert a right to the name and such right because of the non-existence of a rival business may become exclusive. The trade-mark functions only when connected with an existing business."

"Nor does it seem to me possible for plaintiff, by force of expenditure of great sums of money, in an effort to emphasize the single word 'Woodbury,' as some of the exhibits indicate, to enlarge its rights in this name beyond that allowed by the courts."

"The court should be most cautious not to interfere, without proper cause, in business ventures between individuals, and the right of a man to use his own name has rarely been prohibited. As has been said, 'judicial paternalism should be avoided. There should be no officious meddling by the court with the petty details of the trade, but on the other hand its process should be promptly used to prevent an honest business from being destroyed or invaded by dishonest means.'"

"Thus it would seem to be required that the defendant must wrap and vend its soap so as to make it plain 'even to the ignorant and unwary person' that its soap is its own

and not that of plaintiff's. A defendant must be sincere and not 'slick,' however much the inducement. He should not deliberately confuse, in the minds of the public, the source of his wares.

"There is no exclusive right in the mere color of wrappers. The wrong, if any, exists when a fraud on the public is caused by the use of similar colors, as an element, in the real deceit forbidden, to wit, the intentional and deliberate confusion, misleading the public to believe that both products are apparently from a same well-known source. It is the 'ordinary purchaser' that is to be protected from this confusion.

"Therefore while I cannot see my way clear, in view of previous decisions, to grant the broad injunction asked for, it does seem to me that I am justified, on the facts here, in granting an injunction as asked for to the extent of requiring a plain express disclosure on each wrapper sufficient to reasonably avoid the confusion that now exists, and that the defendant cease from this subtle advertising of its soaps by reference to either John H. Woodbury or the Woodbury Dermatological Institute, both of whom were parties to the 1901 agreement, as well as William A. Woodbury, whose orders, etc., defendant claims it is simply carrying out. The privilege to use this information is in plaintiff, if in anybody.

"As I have said, William A. Woodbury and his associates are not before me; the defendant is, and therefore it alone can be forbidden.

"This does not mean that William A. Woodbury and his associates or defendant need stop making soap, but it does mean that reasonable and sincere ways must be devised in accordance with this opinion and as plainly as possible, so that no person, however unwary or careless, need longer be confused as to the respective soaps, or that in buying a William A. Woodbury soap he is buying the original John H. Woodbury's Facial Soap originally put out by John H. Woodbury's Dermatological Institute or some new brand thereof."

Revised Resinorome Duty Effective in July

Treasury Decision 41592, published June 3, 1926, advises the New York Collector of Customs to begin 30 days after that date to assess resinorome, oak moss resin, etc., at the rate of 40 cents per pound and 50 per cent ad valorem on merchandise of this character entered or withdrawn from customs custody. See page 150 of THE AMERICAN PERFUMER, May, 1926, for previous action.

WHEN THE WORKER LIKES THE JOB

I like to do business with people who appear to take some pleasure in their work, says a writer in *Time* magazine. Today I saw a negro driving a five-ton truck. He wore great leather puttees and armlets, studded with brass knobs about the size of quarters.

These were shined till they gleamed like the brass rail of an old-fashioned, well-kept saloon.

If I had any use for a five-ton truck, I would like to have that man drive it for me. I am sure he takes pride in his truck and in his ability as a truck driver. And a man who takes pride in his work, and likes his work, is usually a good man.

I find myself going back to the same waiters, the same barber, the same bootblack, the same cigar salesman, because these people have a way of making me feel that they like to serve me.

They take pride in their work, and therefore they do good work.

What a wonderful thing it is when a man or woman can honestly say: "I like my job!"

That is the real source of happiness. It is unfortunate that so many people are misplaced or think they are. To find the right job, is to live in the sunshine of cheerfulness.

Over a Ton of Coal a Second for Light

Central stations furnishing electric light and power to the people of the United States consumed one and one-half tons of coal every second throughout the year of 1925.

ASSOCIATIONS, SOCIETIES AND CLUBS

(Continued from Page 206)

chemists will be prepared by the secretary and signed by the president and the chairman of the referee board. With respect to the application of this plan, the referee board, through David Wesson, New York, chairman, submitted recommendations which were approved.

Chemists' Club Offers Scholarships to Students

Announcement is made by the New York Chemists' Club that it will offer to students in industrial chemistry and chemical engineering two scholarships worth \$900. One is the Bloede Scholarship, with an income of \$500, founded by Dr. Victor G. Bloede of Baltimore, and the other the Hoffman Scholarship, with an income of \$400, endowed by William H. Hoffmann of Newark.

Competition is open to applicants in every state, and the winners may pursue their studies at any institution in this country which may be approved by the club's scholarship committee.

Both graduate and undergraduate students are eligible. The committee will consider the character and scholarship as well as the prospects of candidates, according to the announcement. Application should be made to the chairman of the committee, Dr. F. G. Zinsser, Hastings-on-the-Hudson, N. Y.

Drug-Chemical Section of Board of Trade

Charles L. Huisking presided at the May meeting of the Drug and Chemical Section of the New York Board of Trade and Transportation and Lew Hahn, manager of the National Retail Dry Goods Association, spoke on "The Activities of Trade Associations and Their Value to Members."

W. F. McConnell presented the report of the legislative committee and the Mathieson Alkali Works was elected to membership.

National Wholesale Druggists Meet in September

The 1926 convention of the National Wholesale Druggists' Association will be held at French Lick during the week of September 26. The chairmen of the various committees are actively at work preparing their reports. A special announcement by the committee on arrangements and entertainment will be issued at an early date. The advance indications are that the convention will be one of the largest attended in recent years.

Barbers' Supply Dealers' Association of America

Much interest is being taken in the twenty-third annual convention of the Barbers' Supply Dealers' Association of America, which will be held, as announced in a previous issue, at the Sherman Hotel, Chicago, on October 18, 19, 20 and 21, 1926. The usual exhibition of barbers' supplies, including perfumery, will be made by manufacturers and the officers are already confident that it will eclipse in trade interest, exhibits and other features all past performances.

Two Big Conventions of Grocers

Final programs have been sent out by both the great national grocery trade associations of the country—the National Wholesalers and the National Retailers—for the Rochester conventions of June 21-25. Plans of both organizations are apparently complete and details are being perfected to make it by far the most notable gathering in the history of the trade.

Society of Chemical Industry

American members of the Society of Chemical Industry have received invitations to attend the annual general meeting in London, July 19-23. An extremely interesting program has been prepared and steps have been taken to turn the event into a Congress of Chemists.

American Bottlers of Carbonated Beverages

The eighth annual convention of the American Bottlers of Carbonated Beverages will be held in the 106th Armory, Buffalo, N. Y., November 10 and 11. In connection with the convention the Sixth Carbonated Beverage Exposition will be held, continuing from November 8 to 12.

RECENT TRADE MARK AND PATENT RULINGS

LE NARCISSE NOIR VS. NARCISSE BLEU

The Court of Appeals of the District of Columbia, in affirming the decision of the Commissioner of Patents and the Examiner of Trademark Interferences in dismissing the Notice of Opposition filed by Caron Corporation, and holding that Henri Muraour & Cie is entitled to the registration of the name "Narcisse Bleu" for the use on perfumery products states:

"The opposer relied on prior trademark use on the same class of goods of the mark 'Le Narcisse Noir.' The Patent Office ruled that 'Narcisse,' being the French word for 'Narcissus,' necessarily is descriptive as applied to perfumes. We concur in this view. See *Le Blume Import Co. v. Coty*, 293 Fed. 344. Opposer, by selecting such descriptive term assumed the risk that others might also use it, provided their use was not deceptively similar to that of opposer. We agree with the Patent Office that, inasmuch as each party has the right to use 'Narcisse,' 'Narcisse Bleu' and 'Narcisse Noir' are not deceptively similar. The decision, therefore, is affirmed."

Poro vs. Pom-to-Lay

Annie M. Malone, doing business under the name of Poro College, brought an opposition proceeding in the United States Patent Office against George H. Weyer, alleging that the latter's use of the trademark "Pom-Po-Lay" for hair dressing is an infringement of her trademark "Poro" for similar products. Decisions having been rendered in the United States Patent Office in favor of Weyer by the Examiner of Trade-marks, the Examiner of Interferences and the Commissioner of Patents, Annie M. Malone appealed the case to the Court of Appeals of the District of Columbia, which has rendered a decision confirming the prior decisions and holding that there is no confusing similarity between the two trademarks.

Santro vs. Trans-O

Julius Schmid, Inc., has brought an opposition proceeding in the United States Patent Office against Jacob Blackman, doing business as Premo Drug & Novelty Co., New York, claiming that the latter's use of the trademark "Trans-O" for nursing bottle nipples is an infringement of its well-known trademark "Santro" for devices of the same character.

Glo-Co vs. Glow

Normany Products Co., Los Angeles, Cal., has instituted opposition proceedings in the United States Patent Office against Winifred P. Preston doing business as Glow Manufacturing Co., Salt Lake City, Utah, claiming that the latter's use of the work "Glow" for hair dressings and similar products is deceptively similar to its well-known trademark "Glo-Co," for products of the same character.

Desiree vs. Dezyre

The LaValliere Co., New Orleans, La., has instituted an opposition in the United States Patent Office opposing the registration of the word "Dezyre" for toilet preparations by Mable Goodwin Fraser, New York City, claiming that the use of this trademark is an infringement of its registration of the trademark "Desirée" for products of a similar character.

La Rie vs. Lari

Beecham's Laboratory, Oseawana-on-Hudson, New York, has brought an opposition proceeding in the United States Patent Office against the Larimore Laboratories, Inc., New York City, claiming that the latter's use of the trademark "Lari" for toilet preparations is an infringement of its trademark "La Rie" for goods of a similar character.

IMPORTANT VANITY BOX PATENT DECISION

The Patent Office having declared an interference between patent applications of John J. Vogler and Henry L. Heiter for double compact boxes, and the matter having come on for hearing before the Examiner of Interferences, decision has been rendered in favor of Henry L. Heiter, the Examiner of Interferences holding that Henry L. Heiter is the first and original inventor of the compact box under consideration and, therefore, has declared the Interference in his favor. The container in litigation is one well known in the trade and consists of a lower powder compact receptacle, a hinged cover carrying a rouge compact therein and a hinged mirror carried by the cover. John J. Vogler has appealed from the decision.

Poro vs. To-To

Annie M. Malone, doing business as Poro College, St. Louis, Mo., has brought an opposition proceeding in the United States Patent Office against Richard E. Nicholas, doing business as To-To Products Co., Chicago, Ill., claiming that the latter's use of the trademark To-To is an infringement of its trademark rights under the word "Poro," both trademarks being used for toilet preparations.

HOW IS BUSINESS?

(From The Superintendent, Published by the Karl Kiefer Machine Co., Cincinnati.)

That is the query that you hear from business men everywhere you go. Recently you may often hear the following answer: "It is pretty good with us—but! I understand business is slowing up and,"—they say!—"it's very slow all over the country."

Scandal! That's what it is, scandal. Any time you hear anyone using the expression "they say" you can bet he or she is spreading gossip or scandal for which there is very little basis of fact. It is possible, of course, that business conditions will change, there must be some fluctuation. There may be weeks, or months of serious business depression in different lines of industry. It would be a mighty poor business man that would fail to have his finger on the pulse of trade and endeavor to determine whether it was going up or down and make his plans accordingly.

But don't these crape hangers give you a pain?

Business slump! Depression! Hard times! What bunk it all is. This morning the representative of a large commercial agency company came in to secure our signature for another year's contract of his service. According to his statement business is going to "pot." He said three out of four manufacturing industries were losing money. According to his statements we were going to have a panic before night, and actually there was no basis of fact for his statements.

Perhaps we ought to have hard times, perhaps we may have them, but not now. It is true we are living too fast, spending too much money, spending too much time in idleness, failing to give serious consideration to a future that will be less profitable but it would be a good thing for a lot of us to work harder; not to worry but to work, take more interest in our work and get some real fun out of it. When my work gets so that I can't get fun out of it I am going to quit it and try something else. I haven't a lot of troubles, but I have some, and when a gloom spreader comes around and in a doleful tone begins to tell me "he hears" or "they say," I am going to start some hard work on him by throwing him out.

I expect there are a lot of people who would think that a panic was upon us and that hard times were here if they had to get down to the office at 8 o'clock and work until 5:30, and yet it has been done.

Business is not dull with us and never will be dull with us until we ourselves become too dull to enjoy it.

JUNE REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, June 7.—Following is the report for June on floral products and essential oils:

Orange

In a few days the orange tree blossom crop will be finished. It can be said at present that this 1926 crop is deficient. The very intense colds of last Winter made the orange trees suffer so that the growth was very slow by necessity and the flowering inferior to that of normal years. In addition to this cause, the first half of May was marked by almost ceaseless rain, and, the blossoms arriving at the factories in moist condition, weighed more than in normal times, thus resulting in an inferior yield of oil.

An increase of nearly 2,000 francs per kilo must be reckoned with for oil neroli over the price of last year. The market for this article is very lively and large firms in Paris and in certain cities in Germany have heavy needs to satisfy.

The same rise will show itself on all the articles drawn from the blossoms and leaves of orange trees, but this rise will be offset by the greater value of the products of certain overseas countries.

Rose

The rose crop will also be finished in eight or ten days' time. The same as in connection with the orange trees, the great cold of the 1925-1926 winter dealt a blow to the rose bushes which withstand low abnormal temperatures in our section only with difficulty. The flowering was below normal, but the price of the flowers has not increased considerably since last year; at all events, the rise is less noticeable than with the orange blossoms. It will nevertheless be possible to find the prices a little higher than last year's, as a result of the dearth of these blossoms which had not been anticipated.

It is said that the rose crop in Bulgaria is also deficient and that the prices of the rose oil will probably be higher than those of last year.

Jasmin

Nothing new is to be reported concerning the jasmin products. The crop will only commence towards the end of July and it is not until towards the end of August that it will be possible to know its importance accurately. At all events, no lowering in prices is expected, since almost nothing is left over from last year and there is every reason to believe that except for some abnormal event, the price of the flower will be at least the same as that of 1925.

Lavender

The calm which we pointed out in our last review concerning the lavender market has persisted throughout the whole month just past. There do not remain very large quantities and very little as regards extra qualities, but some distillers, alarmed by this lack of sales, wanted to do business even at the very low prices which the buyers have proposed.

According to the information which has been furnished to us from several important producing centers, there is no expectation of the same exaggerated prices which marked the beginning of the 1925 distillation. However, a noticeable slump should not be looked for either, since the cost of labor will be identical to that of last year. The flower gatherers

will want to earn the same daily wages as in the year 1925; otherwise they will seek employment at other occupations.

Up to the present we have not had the intense heat which prevails normally at this time. As the plants will be very fat on account of the moist temperature the yields may be defective in oil, so that it is advisable to wait for the beginning of the distillation to get an idea of greater or lesser accuracy as to what this crop will be like.

Aspic

The situation of the market in aspic resembles very closely that of lavender. The same causes enter into consideration, with this difference that in the aspic gatherers will want to earn as much as they would in gathering the lavender flowers. The stocks of aspic oil are very low.

Rosemary

The lack of goods makes itself felt; the next distillation will be lively and relatively high prices are looked for.

Thyme

The demand for this product continues weak and the stocks are very low.

Sage

This oil has also become very rare, and the price has risen appreciably the last few months.

Geranium

The Réunion oil has undergone rising and downward movements on our market, and its fluctuations have been pretty rapid. The tendency now is rather towards a rise, in spite of the weakness of the transactions.

As regards the oil from Algeria, the transactions are still more rare. As a result of these poor sales, there is no definite price limit established. The first cut of the year must be finished at present, but the stocks which have accumulated are not of a nature to cause a slump. The present price is appreciably lower than that for the Réunion oil.

The Grasse geranium oil, although belonging to the same family as the two preceding products does not follow the forward and backward movements of its exotic sisters. There are not very heavy stocks and this oil is little used in soap making on account of its high price, so that it represents almost a different oil from the two other articles so special and different in its use. Its price remains identical with that after the last autumn distillation.

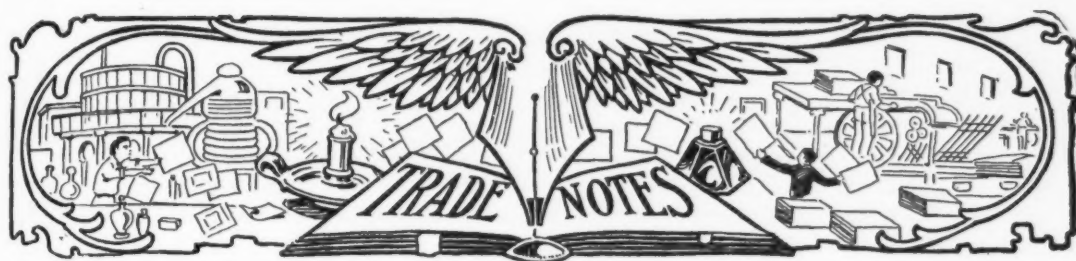
Mint

It goes without saying that during the next distillation the formidable prices which were charged at the time of the last distillation will no longer have a *raison d'être*. The foreign mint oil is slowly going down, but slumps in the future are discounted.

The Grasse mint oil will of necessity follow suit as regards this certain bend downward during the next distillation.

A Dilemma As to Disgrace

It is a grave question as to which is the greater disgrace: having and refusing to give, or not having it to give.—*Houghton Line.*



Clement C. Speiden, chairman of the Board of Directors of Innis, Speiden & Co., Inc., New York City, died of heart disease in Malvern, England, May 25, at the age of 60 years. Since January, Mr. Speiden had been abroad in the interest of his company, and was stricken ill while in England. On receipt of news of his illness, members of his family went to Malvern and were with him at his death.

Mr. Speiden was born in Marshall, Va., and was educated under tutors and in the Marshall Academy, after which he came to New York to study chemistry. Subsequently, he entered the employ of a chemical house and in 1906, he joined the old chemical firm owned by George Sheffield, the name of which was then changed to Innis, Speiden & Co., Mr. Speiden becoming the executive head of the business.

In the reorganization of the company in January of this year, he was made chairman of the Board of Directors. He was also president and a director of the Isco Chemical Co., Inc., and vice-president and director of Isco-Bantz Co., with offices at 46 Cliff St., New York.

Mr. Speiden was a member of the Southern Society, Reform Club, National Arts Club, Monday Night Club, Highland Club, Short Hills Club of New Jersey, Drug and Chemical Club, Society of Chemical Industry, Electro-Chemical Society, Chemists' Club, American Chemical Society, Merchants' Association, American Exporters' Association and Board of Trade and Transportation. He at one time was chairman of the Executive Committee of the last-named organization.

He is survived by his widow, formerly Miss Mary Eleanor Wright, of Hamilton, Ontario, whom he married on October 12, 1892, and who was with him when he died, and by four children, Clement Leith Speiden, secretary of Innis, Speiden & Co.; John Gordon Ferrier Speiden, Mrs. R. V. Paddick, and Miss Eleanor Leith Speiden.

Funeral services were held in Malvern, and afterwards the body was brought back to this country and sent to Marshall, Va., for interment.

Robert R. Ellis, of the Hessig-Ellis Drug Co., Memphis, Tenn., has been re-elected vice-president of the Chamber of Commerce of the United States.

Beecham's Laboratory, Oscawana-on-Hudson, N. Y., which recently enlarged its plant, has built up a substantial volume of business in the twenty-one years since it was established by Mrs. E. Beecham, who continues to be the active head of the company. The laboratory is a member of the American Manufacturers of Toilet Articles.

Oscawana-on-Hudson, where the laboratory is situated is not far from Peekskill, N. Y. The laboratory is located on Mrs. Beecham's estate of five acres and in appearances and conveniences is quite in keeping with the house where Mrs. Beecham resides.

Mrs. Beecham began the business in 1895, making Alabastrine in lots of a dozen pots at a time. The business gradually developed and other items such as Odoricide, a colorless deodorant and a reducing cream were added to the line. At present the annual volume of business is substantial and it is interesting to know the company has been built up without borrowing money at any time.

Incidentally, Mrs. Beecham was born in England. Her father was a chemist and even as a young girl when she came to this country, she was interested in science. She enjoys athletics and in addition to driving her own car, plays golf, and tennis, and enjoys swimming and dancing. Mrs. Beecham is also a great lover of dogs, and has a kennel of six.

Meyer Brothers Drug Co., of St. Louis, prints with pardonable pride a list of its employees who have been in its service 10 years or more. Junior Nestors, as the "youngsters" are called, range from 10 to 25 years, and number 56, of whom 20 have 20 or more years to their credit.

The Nestors, comprising those who have been with the house 25 years or more, are 58 in number, of whom three have more than half a century to their honor, the eldest veteran, G. J. Meyer, topping the score with 61 years.

Edgar M. Queeny, vice-president of the Monsanto Chemical Works, St. Louis, was a recent visitor to the company's New York City branch.

G. A. Pfeiffer, president of Richard Hudnut, sailed June 5 on the *Mauratania* on a business and pleasure trip to Europe.



CLEMENT C. SPEIDEN



MRS. E. BEECHAM

Dr. Marston T. Bogert will deliver a lecture at Columbia University in the course of special lectures on "Contemporary Developments in Chemistry" on July 6 in Room 309, Havemeyer Hall. The title in full of the lecture is "Synthetic Organic Chemistry in the Study of Odorous Compounds" which means that it is concerned chiefly with synthetic perfumes. The lecture will undoubtedly be of extreme interest.

The only way to attend the lectures is by registering for the course. As Dr. Bogert lectures during the first week of the course, the Director of the Summer Session at Columbia University suggests registering and paying for the first week, the fee being \$6 and \$5 for each succeeding week.

At a meeting of the Board of Directors of V. Vivaudou, Inc., New York City, held Thursday, June 17, the stock of the company was placed on a \$3.00 dividend basis. The first quarterly dividend of 75 cents per share was declared payable July 15 to all stockholders of record of July 1.

This brief statement summarizes the remarkable work done by the management under the leadership of Thomas J. McHugh, president, in restoring this depreciated property to the ranks of the prosperous and well-managed corporations of the industry.

Other interesting announcements may be expected in the near future.

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York City, accompanied by Mrs. Watermeyer returned May 23 on the *Duilio* from a three months' pleasure trip abroad.

About a month was spent in Leipsig and Miltitz where Mr. Watermeyer conferred with Schimmel & Co., for whom Fritzsche Brothers, Inc., are American and Canadian representatives.

Schimmel & Co. are expanding their plant and are erecting a new building to house apparatus for a new distilling process, announcement concerning which will be made in due course.

From Germany Mr. and Mrs. Watermeyer went to the French Riviera where they visited the larger perfume material plants including Chauvet & Co., at Cannes, for whom Fritzsche Brothers, Inc. are also American and Canadian representatives. They then went to Sicily and Calabria where they witnessed the production of Messina oils after which they visited the places of interest in Rome and Genoa.

Jay H. Schmidt has established himself at 39 East 20th street, New York City, to manufacture private brand toilet preparations. He has been connected with the industry for twenty years as perfume and toilet preparation chemist, and was with the Aubry Sisters, and more recently with the Remiller Co.

He is a graduate of the University of Michigan and has studied abroad, and has had considerable experience in analytical and biological chemistry and empirical branches of the science.

David S. Bravo has severed his connections with Gomez & Sloan and started his own import and export business at 32 Broadway, New York City. Mr. Bravo has been engaged in the vanilla bean business for years. His announcement is on advertising page 131.

Garfield D. Merner has become associated with the Marinello Co., New York, and is now general manager, succeeding William H. O'Toole, who has resigned.

The Marinello company was established twenty years ago at La Crosse, Wis., by Mrs. Ruth J. Maurer, who will share with Mr. Merner the responsibilities of the management and development of this large and growing business. Mrs. Maurer has long been an outstanding figure in the toilet goods industry and her friends have often wondered at her apparently illimitable capacity for work. With the addition to the company of a man of Mr. Merner's wide experience and proven business ability, a greater Marinello is assured, with all that implies in the promotion of the educational features as well as the building up of the business done in toilet requisites.

Interesting reports have reached us about the beginning of a floral perfume material industry in Texas, and from the Alvin (Texas) *Sun*, of recent date, we learn that J. A. Burke, of Galveston, has installed apparatus for the extraction of the Cape jasmin (*Gardenia Florida*).

Mr. Burke, who is proprietor of Remi Perfumer, Galveston, Texas, advises that the crop which usually lasts about thirty days, and is gathered during the month of May, was two weeks late this year because of the prolonged Spring rains. The method used this year in extraction was by means of mineral oil and also by volatile solvents, and we are advised that the quality is very good.

These flowers are grown for the cut-flower market, and the familiar gardenia worn by the fair sex is very fragrant. It appears that this year the growers missed their market, and a large quantity of flowers were available for perfume use. Whether the cultivation of these flowers for the manufacturer of perfume materials will be profitable from a commercial point of view remains to be seen, but at least an encouraging start has been made.

Louis L. Rapin, assistant manager of Etablissements Chiris of Paris and Grasse, and a director of Antoine Chiris Co., New York, sailed on the *France*, June 5, after several months in the States.

He expressed the pleasure of the firm with the redevelopment of the American business, and is optimistic about the trend of trade in general in this country for the balance of the year.

Between pages 64 and 65 of this issue, Antoine Chiris Co., publishes a world map showing the centers of production of Chiris specialties, and also centers of distribution that are maintained by the organization.

André Spéry, director of l'Oreal Inc. and publisher of *La Coiffure de Paris*, sailed on the *De Grasse* June 10 after spending some time in the United States at the New York office of his company at 35 West 34th street.

Fries & Fries Co., synthetics and aromatic chemicals, of Cincinnati, have opened a branch office at 421 East 8th street, Los Angeles, with V. Ansel in charge.

E. Lelong, representing Société des Produits de Synthèse "Sopros" and Payan & Bertrand, has moved to new and larger quarters at 130 Pearl street, New York City, Whitehall 6076.

Benjamin Heller has joined Paris Cosmetics, Inc., New York City, and will be in charge of sales and advertising for the company. Mr. Heller was formerly connected with the Brown Advertising Agency and has had much experience in modern merchandising methods which will doubtless be of much help to him in his new connection.

Harold Olcott Sloan, president of Gomez & Sloan, Inc., and one of the founders of the company, arrived on the *Olympic* May 25 for a short visit to the headquarters of the company at 244 Water street, New York City.

Mr. Sloan has lived in Marseilles for several years where he is now established with permanent business headquarters at 24 Rue Cannebiere. He gives his special attention to the purchase of vanilla beans in the Bourbon Islands and other French colonial possessions, and supervises the receipt of the beans at Marseilles and their shipment to New York. He will return to France shortly.

Benj. F. Graves, Jr., is secretary and treasurer of the



LEFT TO RIGHT: WM. T. BREWER, MANUEL DEICAZA, BENJ. F. GRAVES, JR., C. A. SMELTZER, HAROLD OLCOTT SLOAN

company, and acts as general financial executive. He has had sixteen years' experience in the banking business, as he was associated with Henry Clews & Co., during that period.

The company has just announced that Chester A. Smeltzer, formerly with Dodge & Olcott Co., has acquired an interest in the company and has been elected vice-president. He has been engaged in the vanilla bean business for twenty-five years, beginning with the old house of H. Marquardt & Co. He will give his special attention to the sales department.

Wm. T. Brewer, who was also associated with the old house of H. Marquardt & Co., has been in the line for fifteen years. He is on the sales staff of Gomez & Sloan, Inc., and visits the principal buyers of vanilla beans throughout the entire country. Manuel De Icaza is in charge of the import and export department. He has had many years' experience with the importing house of Icaza & Lopez, Mexico City.

This young firm, which has been in existence only seven years, has made very rapid strides, and is now recognized as one of the leading importers and dealers in the industry.

Edward Long, who was engaged in the toilet preparations business as proprietor of the Snowberry Co., New York City, prior to the war, has again gone into business for himself at 201 East 122nd street, New York City, and plans to manufacture a line of toilet preparations for the beauty shop and barber supply trade.

William E. Swindell, vice-president and manager of the New York office of Swindell Bros., has returned from a pleasure trip abroad in company with Mrs. Swindell. After visiting Paris they spent some time in the Azores and then went to Belgium, Holland and Switzerland, after which they made a visit to the countries bordering Northern Africa.

This month marks the third anniversary of Ungerer & Co.'s Canadian Branch, which was established in Toronto in June, 1923, under the direction of R. S. McIndoe. Prior to that time, Ungerer & Co. sold to many Canadian firms, and the steady growth of the business necessitated the establishment of a branch where stocks could be carried and other services rendered to customers.

Under Mr. McIndoe's able management, assisted by H. F. McDermott as sales representative, Ungerer & Co.'s Canadian business has expanded steadily, we are told. Mr. McDermott has just visited Montreal in the interest of the company.

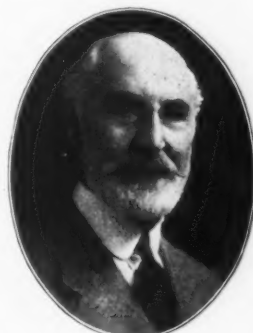
Ungerer & Co. have the Hugues Aime, M. Naef & Co., Botu Pappazoglou & Cie, S. & G. DePasquale and other foreign accounts in Canada, as in the United States, and stocks of these materials as well as of the Ungerer products are carried at 54 Wellington street, East, Toronto.

Canadian business in general, according to Mr. McIndoe, is fairly good and showing a distinct tendency to improve. Basic conditions are sound, Dominion finances are in good shape and crop prospects are excellent, so that there is every reason to expect active consuming demand over the balance of the year.

Damage by fire to the extent of \$20,000 was done in the laboratories of the Dermay Co., West 16th street, New York City, on the night of June 9. The fire was caused by a short circuit and had gained considerable headway before it was discovered. Despite the inconvenience of the fire, the company was able to continue in operation and to make deliveries as usual.

Samuel Alsop, president of the Alsop Engineering Co., who is enjoying a business and pleasure trip abroad, writes from Paris that he has had a most successful trip so far and has had an opportunity to enjoy his favorite sport of golfing on the celebrated links at Montreux.

Frank Bogart has joined the sales organization of Louis Dejonge & Co., New York City, and will represent it in the New York and Pennsylvania territories.



R. S. MCINDOE



H. F. MCDERMOTT

Harry C. Ryland celebrated his tenth anniversary in business for himself June 1 by moving into his attractive new building at 161-163 Water street, at the corner of Fletcher street, New York City.

The new building is a five story structure which will be known as the Ryland Building and will be devoted exclusively to the essential oil business, which has shown a most encouraging growth ever since it was started in Pearl street in 1916.

Offices, including the private office of Mr. Ryland, are located on the first floor. The packing and shipping departments are on the second floor and ready-made stock is kept on the third floor. The fourth floor is devoted to spare stocks, and the fifth floor to the laboratories. Storage space is provided in the basement.

Mr. Ryland began his business career after leaving school twenty-five years ago. He started as an errand boy and gradually worked his way up to a position of responsibility until in 1916 he undertook to go into business for himself. His first quarters were in Pearl street where the business thrived to such an extent that in 1921 he was compelled to move to larger quarters at 52 Laight street, where he has been located up to June 1 of this year.

Mr. Ryland specializes in essential oils and synthetic and aromatic chemicals, all of which are under his own brand. The Chicago branch has just been moved to 360 N. Michigan avenue and is now in charge of G. A. Camerer; and agents are located in Atlanta, St. Paul, St. Louis, Portland, Ore., and Brantford, Ont., Can.

In addition to the manifold activities of his business, Mr. Ryland devotes his spare time to athletics in which he has always been an enthusiast. Mr. Ryland was formerly a south paw pitcher in semi-professional baseball. He also established a reputation years ago as a football tackle, and when quite young was one of the very few athletes who made the hundred yard dash in ten seconds flat. Other athletic activities in which Mr. Ryland is interested are swimming and boxing.

Mrs. Ryland, who is a native of Fredericton, New Brunswick, Canada, like her husband, is fond of athletics, especially horsemanship and swimming, and both also are enthusiastic motorists.

Mr. Ryland is a life member of St. Cecile Lodge F. & A. M. and a life member in the Consistory as well as being a noble of the Mystic Shrine.



H. C. RYLAND'S NEW BUILDING

P. M. Perronneau, director of Grenoville, Paris, France, well-known perfumery house, sailed June 19 on the *V'olendam* for Boulogne. He was here for several months calling on buyers throughout the United States in the interest of the firm. The American agents are Harold F. Ritchie & Co., New York City.

Frank M. Bauer, vice-president and general manager of Pfaltz & Bauer, Inc., New York City, returned on the *Columbus*, June 7, from a two months' trip to Europe. After a short stay in New York he left for a six weeks' trip to the Coast.

California Perfume Co., New York City is to move its executive offices to a Fifth avenue location about July 1. Office space in the Merchants' Exchange Building at 114 Fifth avenue has been leased for ten years by the company and the new quarters will afford about double the space of the present quarters on Park Place which have been occupied by the company for the last 18 years.

Friends of Louis P. Kanter, proprietor of the Lokant Mfg. Co., Philadelphia, will be pleased to learn that Miss Joan Muriel Kanter, weight 7½ pounds, was presented to him by Mrs. Kanter, at the St. Joseph's Hospital in that city on April 29.

P. R. Dreyer is spending the month of June calling on the trade in the Middle West and South in the interest of his company.

Lewis Bros., Inc., chemists and perfumers, are now located at 26 East 125th street, New York City. Friends are invited to visit the firm in their new building. Phones: Harlem 6417, 6418, 6419.

Coty, Inc., reports for the first three months of 1926 gross profit of \$1,182,003 after deducting cost of goods sold. After deducting general administrative, selling and other expenses of the business but before depreciation on machinery, equipment, installation, building improvements, etc., and provision for Federal income taxes, there remained a balance of \$653,839. Miscellaneous earnings amounted to \$90,362, and after allowing \$16,827 for depreciation on machinery, equipment, installation, building improvements, etc., and making provision for Federal income taxes there remained net income of \$629,178 from the company's operations for the quarter.

J. F. Kraeger has resigned his position as chief chemist of the Federal Products Co. at Cincinnati to engage in business for himself. Together with J. T. Conaghan and Fred J. Stark of Perkin, Ill., he has organized a new company, the Fruit Products Co., with plant and office at Perkin, Ill. The officers of the corporation are: J. T. Conaghan, president; J. F. Kraeger, vice president; Fred J. Stark, secretary-treasurer.

O'Orsay, Inc., sole agent in the United States for Parfums D'Orsay, Paris, has moved into its new executive offices and showrooms at 697 5th avenue, New York.

A. E. Boaz, manager of the American branch, sailed on the *France* on June 5 for a visit to the Paris headquarters, expecting to return early in July.

An event of unusual interest in industrial circles in Cincinnati was the dedication of the new plant of the American Products Co. at 3265 Colerain Avenue, on May 11. The company, which manufactures a complete line of toilet preparations, perfumes and toilet waters, in addition to a line of food products, household necessities, soaps, etc., has attained its phenomenal success in the short space of nineteen years. Today it is one of the largest direct selling organizations in the world.

On dedication day this fine seven story building, a picture of which was printed on page 525 of this Journal in November, 1925, was open to the public for inspection, and several thousand persons including many visitors from out

any complaint that was not adjusted to the absolute satisfaction of the sales representative or customer.

The American Products Co. was founded in 1907 by Albert Mills, in one small room and with a capital of less than \$500. Adhering strictly to the principles of square dealing and giving the American housewife the best possible merchandise at the lowest possible prices, the business has grown almost phenomenally. For years the American Products Company has advertised "Zanol" products on a large scale in such leading magazines as the *Saturday Evening Post*, *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's Delineator*, *Pictorial Review* and others.

Preceding the dedication dinner, all the guests were taken



FLAG RAISING EXERCISES AT RECENT DEDICATION OF THE NEW SEVEN STORY MODERN PLANT OF THE AMERICAN PRODUCTS CO., CINCINNATI, OHIO.



ALBERT MILLS,
President and founder

of town, availed themselves of the opportunity of inspecting the marvels of the new plant. One of the features of the day was an impressive Flag Raising ceremony, in which over 300 employees participated and presented to the officers of the company an enormous American Flag. In the evening a dinner was given to commemorate the dedication, and was attended by over 300 of the business and civic leaders of Cincinnati and many out of town guests, including the leaders in the direct selling industry.

Albert Mills, the president and founder of the American Products Co., in delivering the address of welcome, paid a glowing tribute to the loyalty and enthusiasm of his sales representatives. He pointed out that the success of his company was due in a very high degree to the individual success of the thousands of men and women selling "Zanol" products in all sections of the United States, and to the wonderful spirit of cooperation which they, as well as his fellow workers in the plant, have offered to the company.

During the evening, B. B. Geyer, the toastmaster, introduced as speakers, J. M. Hutton, president of the Cincinnati Chamber of Commerce, the Hon. Jos. Woeste, one of the best known Judges on the Cincinnati bench, A. L. Behymer, Postmaster of Cincinnati, and Robert E. Hicks, Editor of *Specialty Salesman Magazine*, the speaker of the evening, who congratulated the officers of the American Products Co. upon their success and thanked them for their ardent cooperation in placing the direct selling industry on a high plane. In his remarks, Mr. Behymer brought out the interesting fact that the company is one of the largest users of mail and postal money orders in the Cincinnati Postoffice, and though millions of their letters and orders pass through the mails annually, complaints are very few and far between, and in his years of experience he has never heard of

on an inspection tour of the new plant which is situated on a two and a half acre lot in one of the most beautiful industrial sections in Cincinnati. This plant contains over 150,000 square feet of floor space and represents an investment of more than a half million dollars. It is seven stories high and is built entirely of reinforced concrete. Fitted with all daylight windows, it affords ideal working conditions and is one of the most completely equipped plants in the world. It is fitted with all the latest improved labor saving devices and automatic machinery which reduce manual labor to a minimum, speed up production, and insure absolute cleanliness in the making of "Zanol" products, of which there are more than 350.

An automatic conveyor system of the newest type connects all departments and communicates directly with the shipping department. A private railroad switch brings freight cars right up to the door of this department, thereby greatly speeding up the work and insuring prompt delivery of all shipments. Although over a thousand orders are sent in daily by "Zanol" representatives, each department in the plant is so efficiently organized that every order is shipped the same day received. It requires only four hours for an order of any size to go through the entire plant from the time it is received in the office until ready for the shipping platform. The building is completely equipped with a perfume laboratory, analytical laboratory, testing laboratory, pure food kitchens and every facility for producing products of highest quality and purity.

The several hundred factory employees, clad in spotless white uniforms, are in themselves an impressive sight. The new improved machines for filling bottles, cans, cartons, etc., so exactly timed, are fed by belt conveyors and could occupy one's attention for hours. The modern equipment for filling,

sealing and wax paper wrapping cartons is almost human in its performance.

What the future holds forth for the company time alone can tell, but if the past is any indication of the future, it is certain that within a very few years it will be necessary to erect additional buildings on the spacious lot to take care of the ever increasing demand.

Bristol-Myers Co. has moved to new and larger quarters in the New York *Evening Post* Building, 95 West street, New York City. The new location affords about 12,000 square feet of office space, practically double what the company had in its offices on Rector street.

The company's main manufacturing plant is located at Hillside, N. J., and branch plants are operated in Montreal, Canada, Mexico City, Mexico, and Sydney, Australia.

Harry C. Wright, long with Morana, Inc., this city, and well known in the essential oil trade, has been forced by ill health to take a leave of absence. He is at Tucson, Ariz., his address being 1606 Catalina avenue, R. F. D. route No. 2.

Harry R. Ramsey, who represents Belgian Trading Co., Inc., of New York, in the Mid West and North West states, is now making his permanent headquarters at 5062 West Florissant avenue, St. Louis, Mo.

The April gross sales of the United Drug Co., Boston, amounted to approximately \$8,000,000 and established a new record for that month. This is an increase of \$1,500,000 or 24.5 per cent over the gross sales of April, 1925.

Beaver Soap Co., Dayton, Ohio, has applied for registration for the trade-mark "Raino" for a new cocoa castile hardwater soap. Franklin Dunlap, general manager of the company, says that this product is being introduced in parts of Ohio through newspaper and direct-mail advertising. The campaign will be increased until all hardwater sections are covered.

A gift of \$50,000 from the estate of the late John D. Larkin, of Buffalo, N. Y., made through his son, John D. Larkin, Jr., has been announced by Lafayette College, which is to be added to a fund of \$200,000 given in 1924 by Mr. Larkin for the maintenance of the department of chemistry.

B. T. Babbitt, Inc., New York, has purchased the business, good-will, trade-marks and brands of the Wm. Schield Manufacturing Co., St. Louis, maker of lye. The brand names under which their lye was sold were: Red Devil, Alamo, Soap-O and Sledge Hammer. They also made Red Devil cleanser.

H. F. Thunhorst, secretary of the American Grocery Specialty Manufacturers' Association, announces the following addition to the membership:

Associate Member—Robert Gair Co., 350 Madison avenue, New York, N. Y., George W. Gair, president.

J. Folsom Johnson, formerly with Lever Bros. Co., Cambridge, Mass., and J. T. Robertson Co., Syracuse, N. Y., is now associated with Armour & Co., Soap Works, Chicago, Ill.

American friends of W. J. Bush & Co., Ltd., of London, will be interested in an account of a visit by King George to the Chemical Section of the recent British Industries Fair, in the course of which he surveyed the Bush exhibit. The *Chemical Trades Journal* says in part:

"It is not surprising that His Majesty, like other humans, should have been attracted to the side which represents its fragrant pleasures, intriguing flavors and other quaint conceits, no better example of which could have been chosen than the exhibit of W. J. Bush & Co., Ltd.

"Mr. Kelly (manager) and Mr. Slann (chief chemist) were in attendance when the King arrived, his first remark being, 'You have a very interesting stand here!' To this Mr. Kelly replied, 'Yes, Your Majesty, you will not have time to hear about all the products, but if you will spare a moment I would like to tell you all about our Vanillin, which is a most important flavoring product for many articles of food.' The King graciously assenting, Mr. Kelly showed the Zanzibar cloves and the range of products through which Bush's artificial vanillin is subsequently obtained at their Hackney and Mitcham works. His Majesty was obviously very interested, and asked Sir Philip Cunliffe-Lister, who was in attendance, to smell the vanillin. Comparison was invited between the Bourbon beans natural product and the synthetic product.

"Towards the end of the visit King George queried: 'I suppose that, before the war, all these products came from Germany?' to which Mr. Kelly replied, 'Yes, Your Majesty, and they will again, unless we have the continued support of the Government through the Safeguarding of Industries Act.' The King takes no part in politics, but his understanding smile caused Mr. Kelly no uneasiness on the subject of his very natural remark. It is understood that this is the first occasion on which a firm in the essential oil industry has been graced with a Royal visit, and W. J. Bush & Co., Ltd., are, with all reason, very elated and gratified that they should have been so favored.

"His Majesty was especially interested in the natural and synthetic vanillin shown, and his questions indicated a greater degree of knowledge of the essential difference between pre-war and post-war conditions in the British fine chemical industry than might have been anticipated from the wide and diverse nature of the interests that His Majesty must necessarily possess.

"His freedom from political and financial bias, his universally-admitted sole concern for the welfare of the nation and of the Empire, and the human, almost personal, relation in which he stands to his subjects, give his interests and utterances a force which can be given by no other individual. Our congratulations, and the congratulations of the whole of the British chemical industry, are accorded to W. J. Bush & Co. on an episode, the memory of which will be treasured in the annals of the firm."

Harry O. Barnes, of the Jersey City sales room of Colgate & Co., recently rounded out half a century in the employ of the company and was the recipient of a fifty-year diamond service pin. For many years, prior to its discontinuance, he was in the 199 Fulton street sales room of Colgate & Co.

Harry O. Alderman, of the Alderman-Fairchild Co., Rochester, N. Y., with Mrs. Alderman, sailed recently on the *Vendram*.

Warren E. Burns whose former connection with the essential oil industry for many years is well known to our readers, has been the subject of an interesting editorial in the Tampa Tribune of May 20.

It appears that the Editor of the paper was a guest of Mayor Edgar Wright on a recent visit to New Port Richey, Fla., and among other estates he visited that of Mr. Burns. On referring to the very pleasant prospects along the Pithlachascotee River, the Editor says in part:

"We had long had a desire to appraise the scenic splendors of the Cotee. The opportunity came—

An invitation from Edgar Wright, former Tampa, founder of the *Florida Grower*, who is now Mayor of New Port Richey. His beautiful home, backed by many acres, is one of the showspots of the town. After tendering the 'keys of the city,' Edgar delivered us into most capable hands, which extended a hospitality we have rarely seen excelled in its generous good nature and sincere desire to please; to Warren

E. Burns, owner of Jasmin Point and of numerous other holdings about this favored locality. At Jasmin Point, Mr. Burns has converted a wilderness, a jungle, into a veritable park, a beauty-place of green lawns, of bright-hued flowers, of inviting shrubbery, of curving driveways, of majestic trees, a magnificent estate sloping gracefully to the smiling waters of the Cotee. Stakes have been driven for a \$60,000 home which he is to build, in this peaceful, charming abiding-place after years of business activity in great cities. Burns, a former perfume manufacturer, is a devotee of flowers—hence the floral richness of this dreamland which he has created. His partner and friend, James J. Becker, also intends to build a magnificent home near his. After a number of winters here, both Burns and Becker have determined to make their home in New Port Richey, which has peculiar charms for men of brains and talent and wealth. Burns has a mile frontage on the Cotee, further up, which is to be one of Florida's most choice residential sections.

"The day was altogether delightful. The ladies served delicious viands on the Jasmin lawn and the Burns boat bore us comfortably up and down the alluring stream."

Mr. Burns has been very much interested in the development of natural perfumery materials in the United States, and is growing at New Port Richey a number of jasmin plants that are flowering at the present time. Through Mr. Burns the Department of Agriculture at Washington received one hundred jasmin plants from the South of France, which after a period of quarantine were distributed to various private growers. This was referred to by A. F. Sievers of the Bureau of Plant Industry, U. S.

Department of Agriculture, at the recent convention of the American Manufacturers of Toilet Articles, though some of the details were omitted in Mr. Siever's report.

For the first time in 27 years, the New Jersey State Amateur Golf Championship has been won three years in succession by the same man. This was accomplished June 5 at Deal when A. F. Kammer, vice-president and manager of the New York branch of the Carr Lowrey Glass Co., Baltimore, Md., defeated E. M. Wild in the final match of the tournament by 5 up and 4 to play.

Sports writers commented freely on the tournament.

All agreed that Kammer's victory was deserved and popular; but there was something pathetic about Wild's defeat. Four times this capable player reached the final bracket of his state's championship, but never has he won that final last match.

Kammer's golf against Wild's was generally sound to the greens and then it was uncanny. Putts from eight to a dozen feet long, so often critical, were in the hole almost before he hit them.

The longer ones rimmed the cup, perfect approaches. Twice he laid Wild dead stymies, and once Wild electrified the gallery by jumping neatly over the ball into the cup.

The match was interesting from start to finish, but Kammer never really was in danger. He took the lead at the second hole when Wild frittered away a shot in a trip, and never had to worry. Even that jumped stymie didn't bother him. His lead was never seriously threatened.

The final match was somewhat in the nature of an anticlimax, for Kammer and Wild are members of the same club, Baltusrol, and fast friends. The rivalry between them is so amiable that either would willingly make almost any sacrifice to help the other, even though both were intent on winning.

Mr. Kammer's victory gives the Baltusrol Club permanent possession of the state association's championship trophy. The cards follow:

Wild—Out	4 6 4 5 4 4 5 3 4—39
Kammer—Out	4 5 4 4 4 4 4 3 5—37
Wild—In	5 5 5 4 5
Kammer—In	4 4 5 3 5

The unveiling of a mausoleum for Mrs. Ellen Rose Ash, wife of Sidney Ash, president of the Reich-Ash Corporation, New York, took place in Mount Hope, N. J., June 6. The ceremony was most impressive and was attended by a host of friends who came to pay their respects.

Another of the new series of inserts of the Stanley Manufacturing Co., Dayton, Ohio, is featured in this issue between advertising pages 80 and 81. On the obverse side is shown a beautiful model resting on a bench before a dressing table holding a bottle of perfume. Above the dresser the bottle is reproduced in full size and on it is placed a Stanley metal seal.



W. E. BURNS' CENTURY PLANT
IN BLOOM



A. F. KAMMER

CHICAGO

CHICAGO, June 14.—At the meeting of the Chicago Drug and Chemical Club held on May 27 at the Hamilton Club, a good attendance was on hand and a film lent by the Wieland Dairy Co. was shown to the members. F. B. Mulford, manager at Chicago for the Sesquicentennial Exposition, was a guest and told the members about the plans for the exhibits of the drug and chemical trade at the big Philadelphia show this summer. The next meeting of the club is scheduled for June 24 when Douglas Malloth, of the Chicago Press Club, is slated to be the speaker. After that date the monthly meetings and luncheon of the club will be called off until the autumn months.

The golf tournament of the Chicago Drug and Chemical Club started off with a bang on May 26 at the Big Oaks Golf club. A large list of entries were on hand for the contest and there will be plenty of competition for the winners as it is planned to hold the events every other week through the summer season. William Lowenstein, of Bauer & Black, is chairman of the golf committee.

C. P. McConnell, the new president announces the standing committees as follows:

Membership: C. S. Curtis, Chairman; B. F. Zimmer, Wm. Lowenstein.

Finance: B. F. Zimmer, Chairman; J. L. O'Neal, H. E. Lancaster.

Speakers: C. E. Carson, Chairman; J. L. Thomas, O. H. Raschke.

Golf Auxiliary: Wm. Lowenstein, Chairman; L. F. Eiklor, R. L. Witzleben.

Banquet: P. A. Rising, Chairman; H. C. Arms, O. N. Davis, J. B. Day, Lester B. Gordon, Dr. A. W. Hobart, O. M. Krembs, L. A. Lannigan, Wm. O'Neil, Dr. C. H. Searle, A. C. Stepan, C. P. Van Schaack.

The annual picnic of the Chicago Perfumery, Soap and Extract Association will be held on June 16 at Chateau DesPlaines, Lyons, Ills., and Secretary Walter L. Filmer expects to have a large turnout for the event. The entertainment committee is preparing a fine program of sports for the big annual event of the trade.

Henry Dietz, Charles Peterson and Henry L. Waller have organized the Walter Peterson Co., with offices and factory at 422 West 69th street, to manufacture a line of cosmetics, perfumes and toilet waters for the trade. All are well known to the Chicago trade and their many friends wish them success in their new venture.

The annual convention of the branch sales managers of the Jewel Tea Co. will be held this year at the Highland Hotel, Delavan Lake, Wis., from June 21 to 26. In addition to the sales managers, the auditors, the operating supervisors, the field sales directors and the officials of the company will be at the meeting. A special train will bring the men and the invited guests to the resort, leaving Chicago early on the morning of June 21 for Delavan Lake. Thomas A. Treadwell, publicity director, will be in charge of the arrangements for the convention.

A. A. Wolfe has been named as superintendent of the Chicago plant of the company at 39th and Winchester avenue, coming from the Hoboken plant where he was assistant to D. E. Marietta for the last three years. He is succeeded at the Hoboken plant by T. A. Corsell.

Thomas C. Kelly & Co., of Chicago, have moved to 137 South La Salle street. Phone: Randolph 0789. The firm represents the Karl Kiefer Machine Co., Cincinnati.

A temporary injunction has been secured by the Cragin Products Co. against the prohibition authorities at Chicago to prevent them from interfering with the business of the company. Judge Cliffe of the Federal court held that the permit of the company should not be revoked without a more extended hearing. The decision affects about 200 others whose permits had been similarly revoked in the Chicago district. Ten similar petitions for injunction are on file.

Among the firms whose permits were revoked last month by E. C. Yellowley, prohibition administrator, were listed the Revelation Chemical Co., of 3707 Ogden avenue and the Williams Laboratories, 3017 5th avenue.

In the Cragin case Yellowley faces a charge of contempt of court, as the company's lawyer has served notice to that effect. The Cragin establishment had been operating under injunction issued by Judge Cliffe restraining the prohibition authorities from interfering with the lawful business of the company pending hearing and decisions on application for permits. The Cragin company is a corporation headed by Earl Morris and has been engaged in the manufacture and denaturing of industrial alcohol.

The MacLean Drug stores are adding to their chain of drug stores in the Chicago territory, opening two last month, one at Howard and Ashland avenue and the other at Madison and Ashland avenue, in both stores large displays of cosmetics and perfumes will be put on to boost these lines.

The Basic Products Co., soap and chemical distributor is now located at 115 West Austin avenue.

Frank Z. Woods has returned to Chicago from an extended motor trip through the east which included the F. E. M. A. convention at Briarcliff Lodge, New York. He reports a fine journey.

B. A. Reed, president of the Illinois Cosmetics Co., 2301 West Erie street, reports that the company has doubled its factory space at that location and has added three salesmen to the selling staff. B. T. Roberts is secretary of the company.

M. Stein, manager of the Peach Bloom Co., has moved the offices to 208 North Wells street, Chicago.

F. E. Atteaux & Co. have moved their salesroom and offices to the subfloor of 224 West Huron street.

Schneider Sales Co., perfumes and cosmetic supplies for the jobbing trade, are now located at 150 West Austin avenue.

J. S. Cox, credit manager of W. C. Ritchie & Co., Chicago, has been elected a vice-president of Chicago Association of Credit Men.

A. W. Crotzley, W. M. Crotzley and W. G. Crotzley have organized the Crobroy Trading Co., with offices at 33 South DesPlaines street, Chicago, to buy and sell chemicals of all kinds.

The C. I. Togstad Co., of Chicago, manufacturers of toilet articles and food products, have purchased from the receiver of the Apperson Motor Car Co., Kokomo, Ind., the three-story brick manufacturing building formerly occupied by that company. This purchase is in line with the continued growth and expansion of the Togstad company and was required to take care of their rapidly increasing business. Manufacturing operations at Kokomo will begin soon, but the offices and warehouse of the company will remain in Chicago until the beginning of 1927.

C. A. Senger has resigned as manager of the Chicago offices of the Rossville Co., and has been succeeded by James Scallan from the Pittsburgh offices of the company.

Fred W. Fitch, wealthy hair tonic manufacturer, and Miss Gertrude Westberg, both of Des Moines, Iowa, were married at Bethany, Mo., on June 8. Mr. Fitch was divorced by his first wife December 17, 1925.

Charles R. Argento, toilet water manufacturer at 3632 Wentworth avenue, Chicago, opened a St. Louis warehouse last month. His first shipment of 85 barrels of hair tonic was seized by the St. Louis prohibition agents, but he secured their release when the government chemists found the tonic could not be used for beverage purposes.

Earl P. Sutton, William B. Frank and Ernest Bernstein have organized the New Drive Drug Co., 193 North Clark street, with a capital stock of \$10,000, to buy and sell drugs, perfumes and cosmetic preparations of all kinds.

The Boyer Laboratories, Chicago, have opened an export department under the management of F. L. Rodriguez.

The Hindu Perfume Co. is now located at 454 East 43rd street and is catering to the trade in that part of Chicago.

The chief Chicago drug chains and department stores are making leaders of the various perfume and powder lines they handle and quite a large amount of newspaper space is used to feature these trade stimulants.

Harry B. Miles, of the New York offices of Monsanto Chemical Works, was a business visitor in the Chicago market last month.

The Oppenheimer Laboratories have decreased their capital stock \$4,000 according to word from the Secretary of State offices at Springfield, Ill.

The Brown Paper Goods Co., well known to the trade in the Chicago territory, has increased its capital stock from \$100,000 to \$150,000 to take care of the expanding business.

L. J. Michaels, secretary of the E. M. Davis Co. toilet preparations, Chicago, reports the company is being reorganized and E. M. Davis will be president and D. B. North treasurer of the new company. The Uno Mfg. Company, 1325 Carroll avenue, is also being reorganized, he said, with a capital stock of \$25,000 and D. B. North will be president, A. Zyman, secretary and E. M. Davis, treasurer. C. E. Wilkenson and Herbert W. Maltz have been added to the sales force of the company.

James S. Kirk & Co., Chicago, have started a heavy newspaper campaign behind the sale of their cocoa hard-water castile soap, and their production of this brand is showing a heavy increase. The Manhattan Soap Co. also has put on a big newspaper campaign for their sweetheart toilet soap and is using the certificate plan of selling three cakes of soap for 13 cents with the signed certificate from the customer.

Ben B. George of the Procter & Gamble Distributing Co., Cincinnati, was a business visitor in the Chicago market last month.

The Globe Soap Co. has moved its premium offices to the Chicago headquarters in the Wrigley Building.

Samuel Fisher, 27 West Lake street, well known to the cosmetic trade, is selling out his stock and will retire from business.

The G. D. Searle Co., well known to the Chicago trade, has increased its capital stock from \$50,000 to \$75,000 to take care of the expansion of business.

P. R. Durdy, H. B. Smith and Edwin D. Weary have organized the Thoro Corporation with offices at 217 West Huron street, Chicago, to take over the business of the old Thoro Co., manufacturer of cosmetics and hair remedies. The company's capital stock is \$210,000, according to word from the Secretary of State at Springfield.

The Superior Perfume Co., mail order house, has moved to larger quarters on the second floor of the building at 356 West Huron street. C. Shapiro is president and M. R. Shapiro is secretary-treasurer.

Charles Lewis, A. J. Wirfs, J. W. Klein and H. Z. Fleischman have organized the Marva Nova Laboratories at 106 South 17th street, St. Louis, to manufacture and deal in oils and chemicals for the trade. The company has a capital stock of \$15,000 and all of its members are well known to the Mound City trade.

Gus Ptacek and Charles Besely have organized the Alma Products Co., Cicero, Ill., to manufacture extracts and other food products.

The Copeman Laboratories have been organized at Flint, Mich., with a capital stock of \$10,000 to manufacture and deal in cosmetics and other chemicals.

H. Bartold, of George Lueders & Co., has returned to Chicago from a business trip to Winnipeg, Canada, and reports the business outlook as improving.

Arthur Peck, Chicago manager for Richard Hudnut, of New York has left for a business and pleasure trip to France and during his absence Mrs. A. P. Crane is in charge of the office in the Republic building.

The Cosmetic Supply Co. has opened Chicago offices in the Flanders Hotel Building in North Broadway.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

ADVERTISING COPY, PRINCIPLES AND PRACTICE. Lloyd D. Herrold, M. B. A. Octavo, 5½ x 8½ inches; 525 pages; 135 illustrations. Imitation leather covers. A. W. Shaw Company. 1926. Price \$6.00.

The author is Associate Professor of Advertising in the Northwestern University School of Commerce, and this work is a product of special research made by Professor Herrold. Starting with the discussion of the sales function of advertising copy, the author shows by representative examples the stages through which copy develops. Throughout the book, specimens of copy selected from various mediums have been reproduced to illustrate the points which are made.

An idea of the scope of the book may be had from the following chapter headings: The Sales Function of Copy; The Development of Advertising Copy; the Analysis Preceding the Writing of Copy; Visualization of Advertising Copy; The Layout—Its Relation to the Copy; How to Make the Layout; Selecting the Appeals for the Copy; Writing the Display Lines; The Structural Principles of Copy; Editing the Copy; Classification of Advertising Copy; Writing Magazine Copy; Writing Copy for Newspapers; Writing Direct Advertising Copy; Copy for Outdoor Advertising Mediums; Copy for Occupational Publications; Copy for Class Publications; The Copy-Writer and His Task.

THE ATTENTION VALUE OF NEWSPAPER ADVERTISEMENTS.

Richard B. Franken. Octavo, 6 x 9 inches; 55 pages, illustrated. Green cloth covers. The Association of National Advertisers, New York. 1925. Price \$1.

The author is well known to the readers of this journal as contributing editor. He is an instructor in the Department of Advertising and Marketing of New York University, and has done considerable research work in packaging and advertising.

An idea of the contents of this book may be had from the following chapter headings: Importance of Attracting Attention; Attention Value of the Newspaper as a Whole; Attention Value of Preferred Positions; Attention Value as Influenced by Reader's Interest and Reading Habits; Attention Value of Position; Attention Value of Size of Advertisement; Attention Value of Shape of Advertisement; Attention Value as Influenced by the Factors Within the Advertisement.

There are six diagrams and fourteen tables. The major part of the work represents the combined results of five different newspaper studies made by four separate investigators with three different New York City newspapers.

Mother Had Seen the "Sheek"

The teacher prompted by superior authority, had asked permission, by letter, of a girl's parent to have her take the Schick test. The permission was refused by the child's mother in a letter which ran as follows: "I received your letter asking to have my girl take the Sheek test. I will not have my girl take no Sheek test. I have seen that Sheek at the theater, and I will have nothing to do with no .st of his."—*Western Druggist*.

NEW PUBLICATIONS, PRICE LISTS, ETC.

DU PONT CELLOPHANE CO., 40 West 40th street, New York, N. Y., has recently been distributing a new booklet, "Your Product in a Show Case of Its Own." This booklet outlines the new developments in wrapping and packaging products, and indicates how an improvement in packaging and wrapping is a decided factor in increasing sales. It points out how, through improved wraps a manufacturer may give his product "eye appeal," increase display value, and, at the same time, eliminate the danger of shopworn merchandise.

Descriptions of the successful use of the new package wraps in many industries such as bakery, candy, dried fruits, meats, tobacco, pharmaceuticals and others are given. This booklet offers many suggestions to all companies marketing small package products.

KELLER-DORIAN PAPER CO., 110 5th avenue, New York, is sending out samples of its fancy paper novelties to manufacturers and who use the same in the trade.

GEORGE A. SCHMIDT & Co., 236 North avenue, Chicago, Ill., have issued a leaflet entitled: "Your Most Important Problems Are Solved by The Old Man Pictured Below." The old man is a sage of ancient times whose name might well be Practical Experience. It gives the trade-marked word Ascage to the firm's "soaps that think." Mr. Schmidt outlines his experiences since he started in business for himself in 1875 and comments on many matters of trade interest in addition. Copies can be obtained on application and are worthy of perusal generally.

DESCOLLONGES FRÈRES, Lyon, France. This enterprising firm of manufacturers of synthetic perfume materials have sent us a booklet, "A Few Notes About Our Specialties." The products of the firm are alphabetically listed, and in each case a paragraph is given in which the physical and aromatic properties of the product are set forth. This should be of much interest and value to all perfumers.

ROSSVILLE ALCOHOL TALKS, Booklet No. 17, April, 1926, issued by the Rossville Co., Lawrenceburg, Indiana, contains an interesting chapter on "Alcohol in the Pyroxylin Industry." Copies can be obtained on application.

UNGERER & Co., New York, have issued a new wholesale price list for May-June, 1926. This very attractive 24-page price list was compiled and revised under the personal direction of W. G. Ungerer, president of the company. The introductory chapter is devoted to "Primary Materials" giving a review of conditions and outlook based on information received from authoritative sources, this survey covering four pages. The price list includes a comprehensive list of Hugues Aine maceration and enfleurage products, hyperessences, floressences, solid flower essences, resin-aromes, etc.; Chuit-Naef synthetic creations; "Staff-AllenS" super-specialties; aromatic chemicals; certified, soap and perfumers' colors; aromatic drugs, gums and sundries; confectioners' floral flavors; floral waters; natural fruit flavors; natural aromatic isolates; olive oils; perfumers' tinctures; sachet bases; Vidal-Charvet products, and similar articles.

THEO. RICKSECKER CO., 56 Vesey street, New York, have issued a new price list of soaps, perfumes and other toilet preparations. A special offer has been made to the trade the time limit of which expires August 1.

P. R. DREYER, 15 Platt street, New York City, has issued a well-arranged and comprehensive price list for May of his offerings in essential oils and aromatic chemicals for

perfumers, soap makers and flavoring extract manufacturers. Mr. Dreyer is the sole selling agent in the United States and Canada for Bertrand Frères, Grasse, France, and Franz Fritzsche & Co., Hamburg, Germany. He also represents Paolo Vilardi, lemon, orange and other oils, Reggio Calabria, Italy, and other firms in the raw material industries. Copies of his price list and samples will be furnished on application.

THOMPSON & NORRIS Co., 200 Concord street, Brooklyn, N. Y., have issued circulars describing the special corrugated paper and cellular board containers which they manufacture for the toilet preparations industry. The firm has had more than fifty years of experience in developing its products and its literature on the subject is well worth sending for by those interested.

O. A. BROWN Co., Inc., 246 Pearl street, New York City, has issued a new price list of Mao concentrates for use by manufacturers of toilet preparations. The company also deals in essential oils, colors and other products useful for perfumers.

NEUMANN-BUSLEE & WOLFE, INC., 224 West Huron street, Chicago, have issued their June wholesale price list of essential oils, aromatic chemicals and other raw materials suitable for the use of perfumers, soap manufacturers and allied groups in the trade. Certified colors and flavoring specialties also included in the catalogue.

KARL KIEFER MACHINE Co., Cincinnati, Ohio, favors us with the May, 1926, issue of the *Superintendent*, it's sprightly and always interesting journal. "Lost: A Million Dollars!" and other special features appear, in addition to news items and fresh information about bottling machinery, including of course the firm's specialties.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, Ill., have issued their June price list featuring chemicals, essential oils and supplies. Copies may be had by writing to the company.

"WHERE ARE YOUR PROFITS?" and other brochures in a series written by R. R. Ellis, president of the Hessig-Ellis Drug Co., have been reprinted in the interest of good business by the *Druggist Magazine*, Memphis, Tenn., which will furnish copies to those who apply for the same.

"NELLE B. COOPER IONIC SYSTEM OF BEAUTY AND CHARM" is a pamphlet issued by the Nelle B. Cooper Charm and Beauty School, 160 Union street, Memphis, Tenn. The school is operated by Dr. Cooper, who is president of the American Cosmeticians' Society and member of the Louisiana Cosmetic Therapy State Board of Examiners.

Success and Failure Seen in Kaleidoscope

I once knew a man who would let the kaleidoscopic bits of broken glass in his life fall by chance into harmonious arrangement, and this beauty of chance always delighted him, says the *Silent Partner*.

There was another friend of mine who found more satisfaction in putting these broken bits together with his own hands and creating some design, not so beautiful, perhaps, but something that he constructed himself—something not made by chance.

It is interesting to record that the first man is a failure and the second a success.

The Man Many of Us Have Met

Beware the man who offers the shirt off his back. Chances are he has only one shirt.—*Shears*.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, to the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Givaudan-Delawanna, Inc., Passaic, N. J., drugs, etc., 1,000 shares, no par value; Francis N. Bangs, Basil N. Bass, George D. Bradford, New York City. (Attorneys, Shattuck, Banks & Winant, New York City.)

Marquissette, Manhattan Borough, New York City, perfumes, \$20,000; H. Maiman, C. Feld, R. Keshner. (Attorneys, Fisher, Brandt & Berger, 152 West 42d street.)

Julite Corp., Manhattan Borough, New York City, make synthetic resinous substances, 1,000 common, no par; J. M. Wood, H. James, H. H. Harrigan. (Attorneys, Chadbourne, Hunt, Jaeckel & Brown, 165 Broadway.)

Danmar Products, Brooklyn, N. Y., soaps, 100 common, no par; R. Mattena, F. Danna, R. Brenner. (Attorney, A. Scherl, 67 West 44th street, Manhattan.)

Bison Bakers' Supplies, Buffalo, N. Y., \$5,000, manufacture flavoring extracts; I. Sugarman, A. Levin.

Quality Products Co., Manhattan Borough, New York City, cosmetics, \$25,000; M. C. and M. H. and L. E. Fogel. (Attorneys, Blumberg, Leight & Parker, 200 5th avenue.)

A. S. Hinds Co. (Canada) Limited, Toronto, Ont.; \$50,000; manufacture drugs and chemicals. Archibald W. Langmuir, Norman E. Strickland, James B. Taylor.

Lehn & Fink (Canada) Limited, Toronto, Ont., \$150,000; manufacture drugs and chemicals. Archibald W. Langmuir, Norman E. Strickland, George E. Atwood.

Oregon Cosmetic and Herb Co., Portland, \$5,000; Dr. E. F. Gibson, L. D. Mahone and S. F. Grover.

Chicago Sales & Distributing Co., Inc., 4803 North Crawford avenue, Chicago; \$10,000; import, manufacture and deal in cosmetics of all kinds. Jack E. Subman, David Cohn, D. Levin. (Correspondent, Petacque & Lowitz, 11 South La Salle street.)

Facial Film Co., 5649 South Michigan avenue, Chicago; \$3,000; manufacture and deal in facial film, neoplasma and other toilet articles; Agnes Ebel, Al Seidel and Marie Seidel. (Correspondent, Frank G. Marshall, 10 South La Salle street.)

Bran-Nu Products Co., Inc., 77 West Washington street, Chicago, Ill., manufacture and deal in cosmetics, perfumes, hair tonics, etc.; \$100,000.

Apex Laboratories, Inc., 4555 West 26th street, Chicago; ten shares non par value; import, manufacture and deal in perfumes, chemical compounds and compositions, oils, etc. E. W. Lilienfeld, Chas. S. Rosenthal, Ed Lilienfeld. (Correspondent, Teller, Levit, Silvertrust & Levi, 127 North Dearborn street.)

Melba Manufacturing Co., Inc., manufacture toilet articles and druggists sundries; \$305,000; M. M. Lucey, M. B. Reese, L. S. Dorsey, Wilmington, Del. (Colonial Charter Co.)

Scherk Importing Co., Wilmington, Del., toilet articles, \$11,000,000. (Corp. Service Co.)

Bullock-Price & Co., Inc., Wilmington, Del., manufacture toilet articles of all kinds; \$300,000; Edward S. Bullock, Lansdowne, Pa.

American Powder Puff Manufacturing Co., New York City, \$40,000; A. and S. Stregack, F. R. Goldstein. (Attorneys, Kayfetz & Stern, 350 Stone avenue, Brooklyn, N. Y.)

(Continued on Next Page)

IN MEMORIAM FOR DEPARTED FRIENDS

BABCOCK, ALFRED P., perfumery manufacturer, New York City, June, 1903.

BARCLAY, GEORGE REGINALD, manufacturer of soaps and perfumes, New York, June, 1925.

BETTESWORTH, A. E. A., Montreal manager of W. J. Bush & Co., Montreal, Canada, June, 1920.

BROWN, DAVID SEYMOUR, founder Brown Soap Co., New York City, June, 1913.

BRYSON, ROBERT HORNE, pioneer in Canada's drug trade, Montreal, June, 1924.

CLARK, LOUIS BRENT, retired secretary of Magic Soap Co., New Orleans, La., June, 1912.

COFFIN, STURGIS, Ladd & Coffin, New York, June, 1907.

EAVENSON, ALBERT TAYLOR, J. Eavenson & Sons, Camden, N. J., June, 1910.

FINNIE, JAMES P., founder and general manager Oliver-Finnie Co., extracts, etc., June, 1912.

HOPKINS, FERDINAND T., SR., of F. T. Hopkins & Son, toilet preparations, New York, June, 1920.

ISAKOVICS, ALOIS VON, proprietor of the Synfleur Scientific Laboratories, Monticello, N. Y., June, 1917.

KATZENSTEIN, S., of the Star Extract Works, New York, June, 1913.

METZGER, CHARLES F., of Metzger Scentcraft Co., New York, June, 1911.

MEYER, THEODORE F., former president of the Meyer Bros. Drug Co., St. Louis, at Tuscardera, Cal., June, 1924.

MICHAELS, HENRY, president of Langley & Michaels Co., San Francisco, June, 1920.

PLAUT, ALBERT, of Lehn & Fink, New York, June, 1915.

SALLABACHEFF, IVAN P., of Botu Pappazoglu & Co., Sofia, Bulgaria, June, 1924.

SANDERSON, C. A., soaps, Danielson, Conn., June, 1912.

SCHENKEL, HENRY, soaps, St. Louis, June, 1921.

SCHLEINER, ALEXANDER, soaps, Brooklyn, June, 1911.

STEARNS, FREDERICK KIMBALL, chairman of Frederick Stearns & Co., Detroit, at Beverly Hills, Cal., June, 1924.

UTARD, EMILE, manager in the United States for Parfumerie Ed Pinaud of Paris, and founder and president of the Franco-American Board of Commerce and Industry, New York, June, 1925.

WATKINS, MRS. MARTHA K., widow of J. R. Watkins, who founded the J. R. Watkins Co., Winona, Minn., June, 1924.

WILLIAMS, D. W., of J. B. Williams Co., June, 1909.

was president of the Carey-Stewart Glass Co. and Sargent Gerke Co., both of Indianapolis.

A. Anraku

A. Anraku, of the Hoshi Pharmaceutical Company, Ltd., Tokyo, Japan, died May 12 after a short illness. He was fifty-one years of age. His wife and two children survive.

Mr. Anraku was graduated from Columbia University, New York, in the class of 1900, being a classmate of Mr. Hoshi. After graduation he entered industrial journalism as owner and editor of the *Japanese-American Commercial Weekly* and fostered the development of commercial relations between Japan and the United States. This activity continued from 1900 to 1903, when he went to Europe for post-graduate study, specializing in chemistry at Heidelberg, Leipsic and Berlin, and in Paris.

During this period on the Continent, Mr. Hoshi was with Mr. Anraku, and when the latter returned to Japan he was put in charge of the chemical activities of the Hoshi company. His position in that house was one of constantly expanding responsibilities as the company grew. At the time of his death he was a dominating factor in commercial circles in Japan.

NEW INCORPORATIONS

(Continued from Preceding Page)

Flush-A-Way Products Co., Oakland, Calif., \$25,000, soaps, cleaners and disinfectants. J. E. Stiles, of Sacramento, and others.

National Cosmetic Co., Wilmington, deal in cosmetics. \$50,000. Charles B. Bishop, E. H. Feustel, A. S. Bishop, Wilmington, Del. (Delaware Charter Co.)

Baum's Castorine Co., Rome, N. Y., \$70,000, soaps, greases, oils, etc.; George W. Vosburgh, 371 McClellan street, Schenectady, N. Y., Georgiana T. Mowry and T. Clayton Mowry, Rome, N. Y.

Passey Brothers Products Co., Phoenix, Ariz., capital not stated, non-alcoholic flavoring extracts and liquid spices. W. B. Passey is general manager.

Van Wie Soap Works, Galesville, Wis., \$5,000. F. H. Van Wie, president; Louis Ziemann, vice-president; W. S. Wadleigh, secretary; J. F. Cance, treasurer.

Thoro Corporation, 217 West Huron street, Chicago, \$116,000; manufacture and deal in soap powders, soaps, shampoo preparations and toilet articles. P. R. Durdy, H. B. Smith, Edwin D. Weary. (Correspondent: Nelson L. Coombs, 1114, 110 South Dearborn street.)

Obituary Notes

Frederick W. von Heyden, founder of the Chemische Fabrik V. Heyden A. G., died recently at Dresden, Germany, where he had lived for twenty years. He was eighty-eight years old.

Richard Isherwood, prominent in the British heavy chemical industry until his retirement in 1897, died May 17 at the age of seventy-nine years.

R. L. Dicks, fifty-nine years old, retired, who was formerly connected with Finlay, Dicks & Co., wholesale druggists, New Orleans, was found burned to death in his summer cottage near Ocean Springs, Miss., May 27. A widow and three brothers survive.

John Newman Carey, who was president of the National Wholesale Druggists' Association in 1906-1907, died May 19 at his home in Indianapolis. He was seventy-one years old. Mr. Carey was president of the National Glass Jobbers' Association in 1924-1925. At the time of his death he

Discarded Card Wins Interview for Salesman

A young salesman sent in his card to a possible customer and through the half-open door saw the man toss the card into the waste basket. An office boy brought back word that the big boss was too busy to see anybody, says *Nation's Business*.

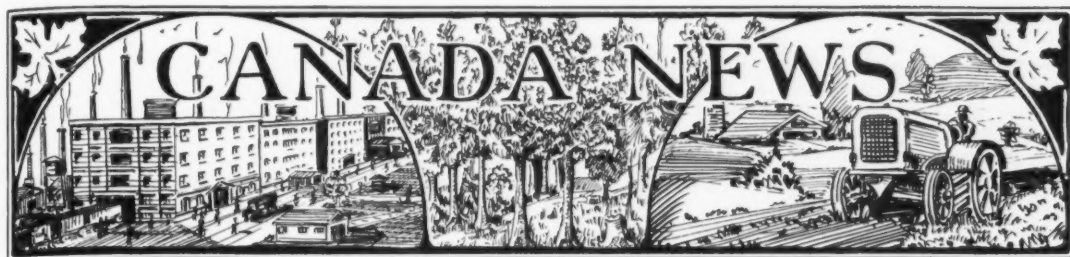
"All right," said the salesman, inwardly indignant, "but before I go I wish you would step in there and recover my card from the waste-basket. It cost my firm two cents and I might as well have it back."

This attempt to retrieve the little engraved card so aroused the interest of the crusty man that he saw the caller after all.

Worth the Increase in Price

E. T. Brendlinger, Vice-President, The Dill Company, Manufacturing Chemists, Norristown, Pa.

We feel that THE AMERICAN PERFUMER magazine is easily worth the increase in price.



MONTREAL

MONTREAL, Que., June 14.—Despite the slowness of the country trade in opening up, the men in the Montreal perfumery, toilet goods and allied trades are not complaining of business. It is true, that the season is late, and that the summer resorts which normally would be quite busy now are barely opening up, causing a natural slowness in the start of the usual summer trade in the country, but city trade is moving quite steadily. A number of conventions has tended to brighten considerably the trade in the center of the city. This makes the "passing trade" a big factor for the moment.

The Proprietary Association of Canada held its thirtieth annual meeting in Montreal in May, and elected officers as follows: Honorary presidents: Hon. Henry Miles, M. L. C., Leeming Miles Co., Ltd., Montreal; W. J. Fraser, Northrop & Lyman Co., Ltd., Toronto; president, L. G. Ryan, Wingate Chemical Co., Ltd., Montreal; first vice-president, T. E. Milburn, of T. Milburn Co., Ltd., Toronto; secretary-treasurer, John Donaghy, of Leeming Miles Co., Ltd., Montreal. Board of control, H. Lawrence Davis, Davis & Lawrence Co., Ltd., Montreal (chairman); J. W. McKee, Dodds Medicine Co., Ltd., Toronto; Henri Lanctot, Rougier Freres, Inc., Montreal; F. J. Andrews, Emerson Drug Co., Toronto; P. King Blair, Centaur Co., Montreal; G. A. Chant, Edmanson, Bates & Co., Toronto. H. Lawrence Davis was appointed auditor.

The price protection plan was discussed at length at the meetings. F. A. Blair, president of the United States association, told the delegates that so far 154 manufacturers, 2,800 retail druggists and 29 wholesale druggists in the States had given their adherence to the plan.

The annual meeting of the Canadian Institute of Chemistry was held on June 2 in Montreal, and Prof. W. Lash Miller of the University of Toronto was elected president for the ensuing year.

Chemists from all over the Dominion and many from the United States met in the first week in June, for a Dominion chemists' convention, at which everything chemical was discussed, from radium to rayon silk. They held technical sessions during three days, besides a banquet, a luncheon and a golf tournament. An exhibition of chemical industry, intended to show the big part played by chemistry in the industries of the Dominion, and in which perfumery and toilet products figured quite prominently, alongside chemical furniture and cellulose fabrics, was a feature of the convention.

The drug store of Dr. E. Cloutier, Riviere-du-Loup, Que., was destroyed by fire early in June.

TORONTO

TORONTO, June 14.—The Drug Trading Co. of Toronto an organization of retail druggists of Ontario formed for the purpose of conducting a wholesale buying business, celebrated its coming-of-age (21st) anniversary last month.

The Ontario Retail Druggists' Association held its eighth annual convention in Toronto during the first week of June. Business and pleasure combined were sufficient to bring out a total registration of over a thousand.

On the complaint of the Tamblin chain drug stores of Toronto the Dominion Government promises an investigation as to the legality of the P. A. T. A. It is believed in some quarters that the Department of Labor will make the most serious objection.

According to latest advices the Canadian P. A. T. A. will begin to operate at the beginning of August. Among the latest additions to membership are the International Druggists' & Chemists' Laboratories of Binghamton, N. Y.; Pompeian Mfg. Co., Cleveland, Ohio; Vinolia Co., Toronto; Canada Rex Spray Co., Brighton, Ont.; Galt Chemical Products, Galt, Ont.; Angier Chemical Co., Boston; Mac-Namara, Ltd., Montreal; Armand, Ltd., St. Thomas, Ont.; and Dr. Jules Berique, Montreal, all using perfume bases or essential oils in their products. The total number of members is now 156.

Sylvester Bradshaw, Western Canadian representative for one of the largest Canadian toilet goods distributing houses, says that Regina, Sask., is one of the largest buyers of toilet goods in Canada, certainly in the West. Regina gets a carload of cold cream, face clay and powder every time that Calgary does, and Calgary is a city of twice the population of Regina.

The Armstrong Drug Store, London, Ont., recently doubled its sales of hand lotion through a freak window display of this line. The window glass was covered with white paper and a small hole was cut into this allowing passersby to squint in and allow the looker to see a sample bottle and read a sign "A Good Hand Lotion—25 Cents."

Sir William Glyn-Jones spent May 17 and 18 in Toronto conferring with representatives of manufacturers, wholesalers and retailers regarding the P. A. T. A.

The Osborne Drug Co., of Saskatoon, Sask., has opened in new quarters in that city. The company is composed of women druggists and besides doing a prescription business toilet goods and perfumes are featured. Miss K. Osborne is

head of the company and Miss Harriet L. Hawthorne is manager. The store is painted in rose with gray trimmings.

John A. Huston, head of the John A. Huston Co., Toronto, distributor for a number of United States chemical and perfume houses, has returned from a trip to Europe.

United Drug Co., Toronto, states that the last month was one of the best in its history, the increase over the same month last year being over 40 per cent. The perfume department made one of the best showings in all the departments of the company.

Mr. and Mrs. John R. Kennedy, the latter a director of the United Drug Co. and at the head of its perfume department, recently attended the dog show at London, Ont., and cleaned up the prize list with their Doberman Pinscher dogs. Mrs. Kennedy is quite a dog fancier. A thoroughbred pony is also part of the Kennedy menage out in the Kingston Road, and Mr. Kennedy's son will enter this animal in the horse show at Toronto to be held on Dominion Day, July 1.

The principals of the United Drug Co. intend to duplicate a stunt that proved very successful last year when they visited the larger Canadian centres to the Pacific coast, holding fifteen meetings in all, at which they explained their lines to the drug trade in the various sections visited. In July President J. W. McCoubrey, Prof. Geo. Evans, Geo. Wilson and John R. Kennedy will travel east as far as Halifax, holding fifteen meetings in the various centres and explain their lines to the druggists in these towns. Invitations have been sent out to retailers averaging about 300 at each place.

Rolph R. Corson, Toronto, spent last week in Detroit on business calls.

The 303 Chemical Co., Toronto, has just put on the market a new cold cream powder and is putting up the product in a neat leatherette package of varied colors. The product is being made in ten different perfumes. One of the large department stores has arranged to put up this powder in a combination box with compact, to sell at \$1 before the Christmas season.

The company is also getting out some new embossed labels for bottle and package goods. These labels are being made in England from a new process. The background will be black, with gold ornamentations and white lettering.

L. D. Metzke, superintendent of the Melba Mfg. Co. at Chicago, was a recent visitor to the Toronto branch. The Canadian company is enlarging its sales extensively, and is at present covering the whole of Canada from the Atlantic to the Pacific with nine salesmen.

Gerald Johnson, Canadian manager for Richard Hudnut, is the proud possessor of a new baby at his home. He celebrated the event by investing in a new car.

A large number of essential oil representatives have been visiting Toronto during the last few weeks.

The Desert by the Sands of the Sea

We suggest as a modern name for Cottage Pudding, "Bungalow Bluff."—*Houghton Line.*

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

260,386, Cosmetic Pad, William G. Kendall, Newark, New Jersey.

260,428, Atomizer Spring, Philip Lane Scott, Chicago.

260,623, Non-Refillable Bottle, Solomon Narunsky, Baltimore, Md.

261,115, Container, American Can Co., New York City, assignee of George Clayton Reid, Brooklyn, both in New York.

261,170, Soap Dispenser, Procter & Gamble Co. assignee of Robert H. MacKeever, both of Cincinnati.

TRADE-MARKS REGISTERED IN CANADA

"Rat Nip." Preparation for exterminating rodents. Buffalo Specialty Co., Buffalo, New York.

"Swiss Rose." Toilet and Laundry Soaps, in solid, liquid, chip and powdered form. Palmolive Co. of Canada, Ltd., Toronto.

"Hinds Honey & Almond Cream." "Hinds Cream." Cream for the Face, Hands, Skin and Complexion. A. S. Hinds Co., Portland, Maine.

"Clean-I-Mean." Preparation for Cleaning Hands, Furniture, Metal, Automobiles, etc. Lothian H. Bailey, St. Walburg, Saskatchewan.

Word: "Cairo-Palm," with the words: "Contains Olive, Coconut and Palm Oils" underneath, a palm tree on the left, and on the right a man mounted on a camel, the whole being in a rectangle. Soap. T. Eaton Co., Ltd., Toronto, and Winnipeg.

"Francine" and "Nicolay." Toilet and Laundry Soaps in solid, liquid, chip and powdered form. Palmolive Co. of Canada, Ltd., Toronto.

"Camille." Toilet Articles and Toilet Preparations. T. Eaton Co., Ltd., Toronto, and Winnipeg.

Irregular escutcheon with a decorative border on which appears a shield bearing the letters: "T B L." Egyptian Hair Powder, Hair Tonic, Hair Powder, Cosmetics, Toilet Water and Perfumes. Bliss Laboratories, Inc., New York, N. Y.
















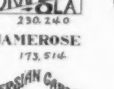
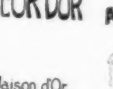





Name: "Insulax" and below the words: "The 'Master' Hair Coloring." Rap-I-Dol Co., Inc., Newark, N. J.

"4711," "Fortyseveneleven," "Cologne 4711." Label having a greenish blue ground on which appears a decorative gold pattern dividing the label into a central panel containing "No. 4711" and a bell, side panels containing medals, curved upper panels for containing words describing the goods, etc. Eau de Cologne, Perfumery, Soap and other Toilet Preparations. Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" Gegenüber Der Pferdepost Von Ferd. Mulhens, Cologne-on-the-Rhine, Germany.

Would Make Volstead Have Chills

An Aberdonian and an Englishman met in a hotel. The Englishman bet the Aberdonian £5 that he could not drink twelve pints of beer straight off. The stake was placed on the table, the beer ordered and the Aberdonian left the hotel. He returned in a few minutes, drank the twelve pints and won the bet. The Englishman asked the Aberdonian where he had disappeared to, after the bet was made. He replied that he had gone over to the hotel across the way to see if he could do it.—*Optimist.*

TRADE MARKS

LE BEAU NARCISSE M 213.777 	BEN-BUR 216.184 	DAHLIA RED M 213.777 	TEX 211.707 	DYSOLVO 230.090 	DAY JAY SEE 230.090 	HAND 222.043 	
CLAIRE M 213.774 	WORTH OF PARIS M 213.774 	Orange Blossom M 213.777 	TARTARINE 211.707 	ANTOXYL 216.495 	MY BUDDY 229.819 	UNION 218.478 	SEASALT 218.478 
PEROXOGEN 211.826 	PENANCE 218.478 	Nu-Scalp M 213.469 	FLAMETTE 222.996 	SILVER CLEAN GOLF 225.632 	PREETS 222.260 	ALPINE LOTION 222.897 	Cherry 218.478 
YELLOW BONNET 227.193 	MARCELLE 228.733 	FLAMETTE 222.996 	ATRAVERS LA VOILETTE 228.621 	DELICIA 229.250 	AMOR 230.031 	VOGUE 227.952 	FLEUR DIVINE 227.952 
GLYCOHOL 230.036 	DELICIA 229.250 	AUSONIA 228.402 	Annelle 228.766 	HAIR-O-MINE 228.761 	EUREKA 230.146 	PARAGON 230.454 	YONGSKIN 230.360 
POM-POM 230.666 	SHALIMAR 230.297 	PROLAXIS 230.504 	LOUVRE 229.660 	WORTH M 213.444 	FRANQUELLE 229.280 	ASHES OF ROSES 230.657 	VERITAS 230.564 
Gold LINE 229.847 	SHALIMAR 230.297 	DRAPERY 230.240 	NAB 229.641 	WORTH M 213.444 	BATH-KANA 230.667 	TRYME 229.667 	Infidèle 173.515 
NeSCO 230.103 	NAMELLE 224.177 	JAMEROSE 173.516 	ALL AROUND 229.641 	WORTH M 213.444 	OPAL HUE 229.839 	ARTESIA 229.771 	VANICE 229.876 
NeSCO 230.103 	NAMELLE 224.177 	PERSEAN GARDEN 229.642 	L'Île de France 218.478 	WORTH M 213.444 	FLEUR D'OR 229.839 	PETER PAN 218.478 	OR BRUNI 229.184 

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to
PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATION APPLIED FOR
(Act of Feb. 20, 1905)

173,514, 173,515.—Lionel Trading Co., Inc., New York,

N. Y. (Filed Dec. 18, 1922. Used since October, 1921.)—Perfumes.

208,432.—Adolphe Schloss Fils & Cie, Paris, France. (Filed Jan. 21, 1925. Used since Dec. 1, 1924.)—Perfumes and Hygienic Products—Namely, Extracts, Bath Salts, Astringents, Cold Creams, Face Packs, Shampoos, Talcum Powders, Eyedrops, Toilet Waters, Smelling Salts, Aromatic Vinegars, Skin Creams, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Eyebrow Pencils, and Hair, Face, Hand and Foot Lotions.

211,707.—Riodela Chemical Company, Wilmington, Del. (Filed Mar. 26, 1925. Used since Feb. 26, 1923.)—Washing and cleaning compound.

211,826.—Rose Nerenstone Bookman, doing business at The Peroxogen Company of America, New York, N. Y. (Filed Mar. 30, 1925. Used since Oct. 2, 1924.)—Hydrogen Peroxide, Bleaching Compounds, and Bleaching Powders.

211,853.—Lionel Trading Co., Inc., New York, N. Y. (Filed Mar. 30, 1925. Used since March, 1922.)—Perfumes, Toilet Water, Face Lotions, Face Creams, Face Powders, Rouges and Lip Stick.

213,061.—Best & Co., Inc., New York, N. Y. (Filed April 21, 1925. Under section 5b of the Act of 1905 as

amended in 1920. Used since Apr. 2, 1925.)—Toilet Preparations.

214,469.—Fallis Inc., Cincinnati, Ohio. (Filed May 18, 1925. Used since May 1, 1920.)—Toilet Preparations—Namely, Talcum Powder, Face Powder, Toilet Water, Perfumes, Creams and Lotions.

216,184.—Joannes Corporations, Los Angeles, Calif. (Filed June 22, 1925. Used since Aug. 1, 1903.)—Flavoring Extract.

216,455.—Compagnie Nationale de Matieres Colorantes et Manufactures de Produits Chimiques du Nord Reunies, Etablissements Kuhlmann, Paris, France. (Filed June 26, 1926. Used since Mar. 1, 1925.)—Crystallized Mixture of Sodium Sulphide and Sodium Hyposulphite. Used for preventing soap from becoming rancid and being spoiled.

217,392.—Joseph J. Cardillo, Providence, R. I. (Filed July 15, 1925. Used since June 21, 1924.)—Remedy to Promote the Growth of Hair.

217,899.—Renaud et Cie of America, Boston, Mass. (Filed July 25, 1925. Used since 1919.)—Perfume.

218,307.—Frederick F. Ingram Company, Detroit, Mich. (Filed Aug. 3, 1925. Under section 5b of the act of 1905 as amended in 1920. Used since June 1, 1895.)—Face Cream.

221,371.—The Louray Company, Grand Rapids, Mich. (Filed Oct. 7, 1925. Used since Aug. 1, 1925.)—Bath Crystals.

22,013.—Randolph M. Craig, Fort Worth, Tex. (Filed Oct. 20, 1925. Used since Mar. 1, 1925.)—Silver Soap.

222,260.—La Reeta Mfg. Co., Chicago, Ill. (Filed Oct. 24, 1925. Used since Sept. 6, 1922.)—Toilet Preparations.

222,396.—Porte et Cie, Paris, France. (Filed Oct. 27, 1925. Used since Mar. 3, 1908.)—Rouge.

222,597.—James L. Case, doing business as Richards & Case, East Boston, Mass. (Filed Oct. 31, 1925. Used since April, 1920.)—Lotion for Chapped Hands, Face, and Lips, Roughness or Irritation of the Skin, and for Tan, Sunburn, and Freckles.

222,923.—Estate Henry C. Miner, Inc., New York, N. Y. (Filed Nov. 6, 1925. Used since Oct. 28, 1925.)—Perfumery, Toilet Lotions, Hair Tonic, Face Powder, Beauty Clay, Face, Lip, and Nail Rouge; Depilatories, Face and Hand Creams, and Eyebrow Pencils.

223,839.—Fallis Inc., Cincinnati, Ohio. (Filed Nov. 25, 1925. Used since Dec. 20, 1924.)—Toilet Preparations—Namely Powder for Application to the Face and Body.

224,389.—Frank E. Harris Co., Inc., Binghamton, N. Y. (Filed Dec. 8, 1925. Used since 1922.)—Food-Flavoring Extracts.

225,632.—André Wisner, Clinchy, France. (Filed Jan. 7, 1926. Used since August, 1924.)—Soap.

226,177.—Trifari, Krussman & Fishel, Inc., New York, N. Y. (Filed Jan. 20, 1926. Used since Jan. 1, 1925.)—Powder-Puff Jars, Cream Jars, Perfume Bottles.

226,835.—Trix Perfumes, New York, N. Y. (Filed Feb. 3, 1926. Used since Jan. 15, 1926.)—Nail Polishes and Nail Polish Removers.

227,193.—Springfield Grocer Company, Springfield, Mo. (Filed Feb. 11, 1926. Used since September, 1924.)—Food-Flavoring Extracts.

227,464.—Montgomery Ward & Co., Incorporated, Chicago, Ill. (Filed Feb. 18, 1926. Used since Nov. 1, 1925.)—Liquids, Pastes, and Powders for treating and beautifying the skin, teeth and hair; and Perfumeries, Depilatories; Deodorants.

227,899.—Marie de France Laboratories, Inc., New York, N. Y. (Filed Feb. 27, 1926. Used since Feb. 15, 1925.)—Toilet Preparations—viz., Facial Creams, Bath Salts, Face Powder, Body Powder, and Hand Lotion.

227,925.—Philip H. Warshaw, Inc., New York, N. Y. (Filed Feb. 27, 1926. Used since Aug. 4, 1914.)—Hair Tonics, Toilet Water, Hair Oils and Preparations Used in Dressing the Hair, Liquid Enamel, Massage Cream, Lemon Cream, Complexion Cream, Menthol Cream, and Face Powder.

227,952.—Mahan Products Company, Louisville, Ky. (Filed Mar. 1, 1926. Used since Sept. 1, 1925.)—Extracts for Food-Flavoring Purposes.

228,002.—E. A. Livermore, doing business as L. A. B. Co., Bell, Calif. (Filed Mar. 2, 1926. Used since Jan. 1, 1926.)—Dandruff Remover and Hair-Falling Preventive.

228,438.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 10, 1926. Used since 1890.)—Pastes and Powders for Beautifying the Teeth, Skin, and Hair, and Perfumery.

228,440.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 10, 1926. Used since 1890.)—Pastes and Powders for beautifying and preserving the Teeth, Skin and Hair, and Perfumery.

228,478.—Nutura Laboratories, Salt Lake City, Utah. (Filed Mar. 11, 1926. Used since Feb. 27, 1926.)—Hair Tonic.

228,525.—Gertrude A. Burnes, doing business as Union Cosmetic Co., Portland, Ore. (Filed Mar. 12, 1926. Used since Dec. 28, 1925.)—Toilet Preparations—Namely, Hair Tonic, Deodorants, and Face Lotion.

228,537.—The Gates Chemical Company, Denver, Colo. (Filed Mar. 12, 1926. Used since Jan. 20, 1926.)—Cleaning and Scouring Preparation for General Purposes.

228,546.—James S. Kirk & Company, Chicago, Ill. (Filed Mar. 12, 1926. Used since Feb. 1, 1926.)—Toilet and Laundry Soap.

228,621.—Societe Parisienne D'Essences Rares et de Parfums, Paris, France. (Filed Mar. 13, 1926. Used since Dec. 5, 1923.)—Perfumery.

228,636.—Arden Chemical Company, New York, N. Y. (Filed Mar. 15, 1926. Used since Oct. 1, 1925.)—Bath Soap.

228,733.—C. W. Beggs, Sons & Co., Chicago, Ill. (Filed Mar. 17, 1926. Used since Sept. 1, 1919.)—Brilliantine, Cold Cream, Face Powder, and Hair Gloss.

228,768.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 17, 1926. Used since July, 1905.)—Soaps, Namely Soaps in Cake, Paste and Powder Form.

228,769.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 17, 1926. Used since July, 1905.)—Pastes and Powders for Preserving and Beautifying the Skin, Teeth and Hair, and Perfumery.

228,770.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 17, 1926. Used since July, 1905.)—Soaps, Namely, Soaps in Cake, Paste and Powder Form.

228,771.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 17, 1926. Used since July, 1905.)—Pastes and Powders for Preserving and Beautifying the Teeth, Skin and Hair, and Perfumery.

228,772.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 17, 1926. Used since July, 1905.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin and Hair, and Perfumery.

228,786.—Superior Products Corporation, Elizabeth, N. J. (Filed Mar. 17, 1926. Used since Mar. 6, 1926.)—Perfumes, Toilet Powders, Face Rouge, Lip Rouge, Lip Stick, Bath Salts, and Toilet Water.

228,866.—Bertha C. Reeder, New York, N. Y. (Filed Mar. 19, 1926. Under 10-year proviso. Used since Dec. 8, 1891.)—Skin Lotion.

228,938.—G. S. Robins & Company, St. Louis, Mo. (Filed Mar. 20, 1926. Used since Feb. 11, 1926.)—Soap.

228,969.—Guy E. Brignall, doing business as Lite Soap Company, Aurora, Ill. (Filed March 22, 1926. Used since Jan. 1, 1920.)—Shampoo.

228,981.—Jones A. Engstrom, doing business as Engstrom Co., Seattle, Wash. (Filed Mar. 22, 1926. Used since Dec. 15, 1925.)—Hair Tonic, Hair Grower, and Dandruff Preparations.

229,006.—D. Frank Ryan, Incorporated, Cambridge, Mass. (Filed Mar. 22, 1926. Used since Jan. 1, 1926.)—Face Powders, Sachet, Talcum and Perfumery Powders, Lip Sticks, Eyebrow Pencils, Rouge (Compact and Liquid); Cold, Face, Vanishing, Cucumber, and Almond Creams; Liquid Face Powder, Perfumes, Toilet Waters, and Beauty Clays.

229,055.—Horatio Pompieri, doing business as Pompieri Company, Brooklyn, N. Y. (Filed Mar. 23, 1926. Used since Mar. 10, 1926.)—Soap.

229,060.—Societe du Louvre (Societe Anonyme), Paris, France. (Filed Mar. 23, 1926. Used since 1890.)—Perfumes, Toilet Waters, Face Powders, Talcum Powder, Face Creams, Rouges, Sachet Powder, Bath Salts, Brilliantine, Face Lotions, and Dentifrices.

- 229,104.—Thaddeus Ray Geisert, doing business as T. R. Geisert & Company, Lawrenceburg, Ind. (Filed Mar. 24, 1926. Used since June 19, 1924.)—Rubbing Alcohol.
- 229,116.—John A. Miesse Co., Philadelphia, Pa. (Filed Mar. 24, 1926. Used since Mar. 17, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Incense, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Talcum Powder, Lip Sticks, Eyebrow Pencils, Compacts, and Sachets.
- 229,184.—Lerys, Inc., Long Island City, N. Y. (Filed Mar. 25, 1926. Used since Aug. 1, 1924.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Face Cream, Brilliantine, Rouges, and Bath Salts.
- 229,221.—Matt Dziadulewicz, doing business as Buko Company, Chicago, Ill. (Filed Mar. 26, 1926. Used since Sept. 15, 1925.)—Dandruff Remover and Hair Tonic.
- 229,250.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 26, 1926. Used since 1890.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.
- 229,280.—Frankel & Smith, Inc., Boston, Mass. (Filed Mar. 27, 1926. Used since Mar. 15, 1926.)—Face Powders, Toilet Waters, Beauty Preparations—Namely, Face Creams, Massage Creams, Rouge, Lip Stick, Eyebrow Pencils, Skin Lotions, Sachets, Bath Salts, Lavender Water; Hair Preparations—Namely, Hair Tonics, Shampoos, Pomades, Brilliantine, Liquid and Crystallized.
- 229,393.—Luyties Pharmacal Company, St. Louis, Mo. (Filed Mar. 30, 1926. Used since June 23, 1924.)—Tooth Paste.
- 229,402.—Parfumerie Roger et Gallet, Paris, France. (Filed Mar. 30, 1926. Used since July, 1905.)—Soaps, Namely, Soaps in Cake, Paste, and Powder Form.
- 229,442.—Joseph G. Hindy, doing business as Hindy Laboratories, New York, N. Y. (Filed Mar. 31, 1926. Used since Jan. 1, 1925.)—Liquid Dentifrices for use for removal of tartar and whitening of the teeth.
- 229,461.—Mrs. Mary Peak, Merced, Calif. (Filed Mar. 31, 1926. Used since Nov. 1, 1921.)—Vanishing Cream, Oily Hair Tonic, Tissue Builder, Liquid Hair Tonic.
- 229,584.—Jacob S. Polefsky, doing business as Eureka Flavoring Co., New York, N. Y. (Filed Apr. 2, 1926. Used since Jan. 1, 1926.)—
- 229,596.—Societe Anonyme Ch. Drecoll, Paris, France. (Filed Apr. 2, 1926. Used since April 1, 1925.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Face Creams, Rouges, Brilliantine, Lotion for Skin and Hair, Bath Salts, and Dentifrices.
- 229,611.—Nathan Beer, doing business as Nab Mfg. Co., New York, N. Y. (Filed Apr. 3, 1926. Used since July 21, 1925.)—Foot Creams.
- 229,615.—Charles Thomas Berry, doing business as Washington Society Beauty Company, Washington, D. C. (Filed Apr. 3, 1926. Used since Dec. 5, 1924.)—Chemical Preparation for the Removal of Kinks and Curls from the Hair.
- 229,642.—S. S. Pierce Co., Boston, Mass. (Filed Apr. 30, 1926. Used since Nov. 24, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Bath Powder, and Bath Salt.
- 229,664.—The Century National Chemical Company, Paterson, N. J. and New York, N. Y. (Filed Apr. 5, 1926. Under 10-year proviso. Used since July, 1871.)—Soaps.
- 229,667.—Davis Manufacturing Company, Knoxville, Tenn. (Filed Apr. 5, 1926. Used since February, 1915.)—Food-Flavoring Extracts.
- 229,698.—The Pacific Dry Goods Co., San Francisco, Calif. (Filed April 5, 1926. Used since Jan. 1, 1923.)—Assorted incense.
- 229,752.—Rizik Bros., Washington, D. C. (Filed Apr. 6, 1926. Used since Jan. 1, 1926.)—Perfume and Toilet Water.
- 229,762.—Truivy, Inc., New York, N. Y. (Filed Apr. 6, 1926. Used since Dec. 23, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Lip Sticks, Eyebrow Pencils, Incense, and Sachets.
- 229,771.—The Artesia Cream Company, Waco, Tex. (Filed Apr. 7, 1926. Used since Jan. 1, 1897.)—Cream for the Complexion and Astringent Lotion.
- 229,788.—The Freshie Co., Inc., New York, N. Y. (Filed Apr. 7, 1926. Used since Mar. 12, 1926.)—Cleansing-Cream Paper.
- 229,801.—Oriza L. Legrand, Inc., Wilmington, Del., and New York, N. Y. (Filed Apr. 7, 1926. Under ten-year proviso. Used since Jan. 1, 1850.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Eau de Cologne, and Lotion for the Skin and Hair.
- 229,802.—Oriza L. Legrand, Inc., Wilmington, Del. and New York, N. Y. (Filed Apr. 7, 1926. Used since Oct. 16, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Eau de Cologne, and Lotion for the Skin and Hair.
- 229,829.—Simbro Laboratories, Detroit, Mich. (Filed Apr. 7, 1926. Used since Jan. 3, 1924.)—Hairdressing to be used for the Beautifying, Care, and Preservation of the Hair.
- 229,842.—George C. Wilson, doing business as The Wilson Chemical Company, Tyrone, Pa. (Filed Apr. 7, 1926. Used since June 1, 1905.)—Toilet Preparations—Namely, Cold Cream, Vanishing Cream, Face Powder, Rose Cream Lotion, Olive Shampoo, Honey and Almond Cream, Quinine Hair Tonic, Lilac Toilet Water, and Lemon Lotion.
- 229,847.—Wm. Brooks, Jr., Varner, Ark. (Filed Apr. 8, 1926. Used since Mar. 27, 1926.)—Hair Tonic.
- 229,866.—Ann G. Leary, Lowell, Mass. (Filed Apr. 8, 1926. Used since Jan. 1, 1924.)—Toilet Cream.
- 229,868.—Maison d'Or, Incorporated, New York, N. Y. (Filed Apr. 8, 1926. Used since Oct. 1, 1925.)—Perfumes, Toilet Waters, Face Powders, and Rouges.
- 229,874.—Claudius Nielsen, doing business as Nielco Products Company, Detroit, Mich. (Filed Apr. 8, 1926. Used since Oct. 1, 1925.)—Food-Flavoring Extracts.
- 230,032.—Horst H. Hempel, New York, N. Y. (Filed Apr. 12, 1926. Used since Feb. 24, 1926.)—Face Cream.
- 230,086.—The Chemical Solvent Co., Inc., New York, N. Y. (Filed Apr. 13, 1926. Used since Mar. 25, 1926.)—Substitute for Alcohol.
- 230,090.—The Davies-Young Soap Co., Dayton, Ohio. (Filed Apr. 13, 1926. Used since Mar. 8, 1926.)—Collar and Cuff Soap.
- 230,146.—Wilkes & Seaman Co., Louisville, Ky. (Filed Apr. 13, 1926. Used since June, 1921.)—Food-Flavoring Extracts.
- 230,189.—Pacific Tri-States Distributing Co., Portland, Ore. (Filed Apr. 14, 1926. Used since Apr. 5, 1926.)—Antiseptic Liquid Soap.
- 230,237.—Guerlain Perfumery Corporation of New York, New York, N. Y. (Filed Apr. 15, 1926. Used since Apr. 3, 1926.)—Perfumes.
- 230,240.—Erammon Head, Indianapolis, Ind. (Filed Apr. 15, 1926. Used since December 1922.)—Hair Grower, Shampoo.
- 230,303, 230,304.—National Aniline & Chemical Company, Incorporated, New York, N. Y. (Filed Apr. 16, 1926. Used since Feb. 3, 1926.)—Certified Food Colors.
- 230,337.—Laura W. Hollingsworth, doing business as The Garlette Products Co., Indianapolis, Ind. (Filed Apr. 17, 1926. Used since July 1, 1923.)—Liquid Antiseptic, Astringent and Deodorant.
- 230,349.—The Palmolive Company, Chicago, Ill. (Filed Apr. 17, 1926. Used since June, 1899.)—Toilet and Shaving Soaps.
- 230,360.—Harry A. Skinner, doing business as Fountaine Laboratories, Binghamton and New York, N. Y. (Filed Apr. 17, 1926. Used since April, 1924.)—Face Creams, Face Packs, Face Powders, Perfumes, Toilet Waters, Rouges, Lip Sticks, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Talcum Powders, Eye-brow Pencils, Bath Salts, Sachets, and Incense.
- 230,364.—Spencer Perfume Company, South Bend, Ind., doing business as Merice, New York, N. Y. (Filed Apr. 17, 1926. Used since Mar. 7, 1922.)—Face Powders, Face Creams, Face Packs, Vanishing Creams, Cosmetic Lotions, Rouges, Lip Sticks, Perfumes, Toilet Waters, Scalp Tonics, Shampoo, Hair Oil, Mouth Washes, Tooth Pastes, Nail

Polishes, Eyebrow Pencils, Sachets, Smelling Salts, Dentifrices and Incenses.

230,365.—Spencer Perfume Company, South Bend, Ind., doing business as Veritas, New York, N. Y. (Filed April 17, 1926. Used since Mar. 7, 1922.)—Face Powders, Face Creams, Face Packs, Vanishing Creams, Cosmetic Lotions, Rouges, Lip Sticks, Perfumes, Toilet Waters, Scalp Tonics, Shampoo, Hair Oil, Mouth Washes, Tooth Pastes, Nail Polishes, Eyebrow Pencils, Sachets, Smelling Salts, Dentifrices and Incenses.

230,377.—Thomas J. Ballard, Lawrenceburg, Ky. (Filed Apr. 19, 1926. Under 10-year proviso. Used since Jan. 1, 1890.)—Medicinal Lotion for External Use for the Treatment of Sunburn, Tan, Freckles, and Chapped Hands, Lips, and Roughness of the Skin.

230,454.—H. Kohnstamm & Co., Inc., New York, N. Y. (Filed Apr. 20, 1926. Used since Jan. 1, 1915.)—Flavoring Extracts for Food Purposes.

230,504.—The Waverly Company, Minneapolis, Minn. (Filed Apr. 21, 1926. Used since Apr. 16, 1926.)—Tooth Powders, Tooth Paste, Tooth Enamel, Stain Remover, Tooth-Enamel Polish, and Mouth Wash.

230,658.—Bourjois Inc., New York, N. Y. (Filed Apr. 24, 1926. Used since Oct. 9, 1909.)—Toilet Preparations—viz. Perfume, Toilet Water, Talcum Powder, Face Powder, Sachet Powder, Rouge, Cold Cream, and Lip Sticks.

230,662.—Du-Kana, Inc., Syracuse, N. Y. (Filed Apr. 24, 1926. Used since Mar. 20, 1926.)—Bath Salts.

230,666.—John M. Greif, doing business as Western Laboratories, San Francisco, Calif. (Filed Apr. 24, 1926. Used since July, 1925.)—Bath Salts.

230,745.—Alfred J. Frank, St. Paul, Minn. (Filed Apr. 26, 1926. Used since Apr. 7, 1926.)—Hairdressing Preparations.

230,803.—Nathan E. Shutt, Santa Monica, Calif. (Filed Apr. 27, 1926. Used since Mar. 8, 1926.)—Depilatory, Deodorant, Soothing Lotion, and Dandruff Remover.

230,830.—Leigh Chemist, Inc., New York, N. Y. (Filed Apr. 28, 1926. Used since January, 1910.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Foot Powders, Bath Salts, Smelling Salts, Sachets, and Incenses.

230,870.—Caron Corporation, New York, N. Y. (Filed Apr. 29, 1926. Used since December, 1912.)—Perfumery, Extracts, Toilet Waters, Lotions, Face Powders, and Sachet Powders.

230,891.—John H. Lawrence, doing business as Parfumerie DuMoray, Washington, D. C. (Filed Apr. 29, 1926. Used since Jan. 1, 1926.)—Bath Salts.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition.)

M213,174.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Serial No. 212,804. Used since Mar. 14, 1924.)—Perfumery Atomizers.

M213,464.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Serial No. 212,797. Used since Mar. 10, 1924.)—Perfumery Atomizers.

M213,467.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Serial No. 212,795. Used since Mar. 10, 1924.)—Perfumes, and Hygienic Products—Namely, Bath Salts, Cold Creams, Face Packs, Compacts, Skin Creams, Shampoos, Talcum Powders, Toilet Waters, Face Powders, Rouges, Beauty Clay, Vanishing Creams, Facial Paints, Sachets, Skin Bleaches, Lip Sticks, Eyebrow Pencils, and Hair, Face, Hand and Foot Lotions.

M213,469.—Noah Albers, Dime Box, Tex. (Filed Mar. 23, 1926. Serial No. 229,016. Used since Mar. 1, 1925.)—Hair Tonic.

M213,775.—Raquel, Incorporated, New York, N. Y. (Filed Mar. 10, 1925. Serial No. 210,807. Used since Feb. 17, 1925.)—Perfumes, Toilet Water, Toilet Powders, Face Creams, Lotions, Bath Salts, Sachets, Hair Tonic, Eyelash Grower, Mentholene, Balm, Depilatory, Shampoo, Scalp Salve, Rouge Paste, Liquid Powder.

M213,777.—The Armand Company, Des Moines, Iowa. (Filed May 8, 1925. Serial No. 214,005. Used since Mar. 27, 1925.)—Rouge.

M214,062.—John Wanamaker Philadelphia, Pa. (Filed Sept. 28, 1923. Serial No. 186,339. Used since Sept. 26, 1923.)—Perfume and Toilet Waters.

DESIGNS PATENTED

70,181. Perfume Container. Charles Lionel Marcus, New York, N. Y. Filed June 20, 1924. Serial No. 9,932. Term of patent 7 years.

70,310. Bottle. Louis Becker, Paris, France. Filed Apr. 2, 1926. Serial No. 17,160. Term of patent 3½ years.

70,320. Bottle. Pierre Besancon de Wagner, Paris, France. Filed Feb. 25, 1926. Serial No. 16,659. Term of patent 7 years.

PATENTS GRANTED

1,584,858. Toilet Article. Emerik Hodaly, Inspiration, Ariz. Filed Apr. 4, 1925. Serial No. 20,841. 2 Claims. (Cl. 137—79.)

1. A toilet article comprising a mirror, a comb case, a spring clip for releasably supporting said comb case on said mirror, said clip comprising a pair of elongated parallel body portions having laterally turned outwardly directed substantially U-shape clamping portions at their ends, the arms of said U-shaped clamping portions lying in planes extending at right angles to the plane of said body portions and angular connecting and clamping portions connecting the adjacent ends of the outer arms of said U-shaped clamping portions.

1,585,434. Nonodoriferous Phenolated Soap. Nathan Sulzberger, New York, N. Y. Filed Mar. 15, 1923. Serial No. 625,414. 6 Claims. (Cl. 87—5.)

3. A soap containing phenyl-stearate.

1,586,044. Cosmetic Server. Elwood M. Reed, Detroit, Mich. Filed Nov. 22, 1923. Serial No. 676,212. 7 Claims. (Cl. 128—269.)

4. A carrier and server for liquid cosmetics, comprising a small vessel which may be manipulated with the fingers, an absorbent pad contained within the vessel and arranged to project out of one end of the vessel, a displaceable cap for the vessel, and a liquid cosmetic held in the vessel only in the said absorbent pad by capillarity.

1,586,290. Vanity Case. Albert Clemens, Louisville, Ky. Filed Nov. 4, 1925. Serial No. 66,793. 10 Claims. (Cl. 132—82.)

1. A vanity case comprising a body adapted to hold powder and closed except along an edge, and a puff carrier pivotally secured to the body transversely of said edge and adapted to close an opening along the edge when the puff is moved into the body where the puff has the form of a segment of a disk of appreciable thickness and wherein a radial face of said puff closes the opening when the puff is projected for use.

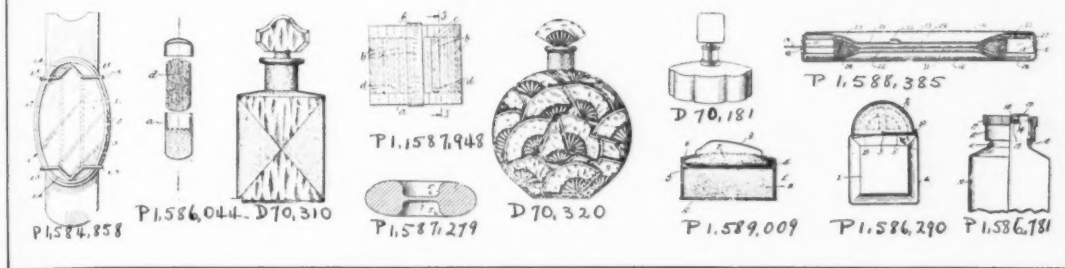
1,586,781. Receptacle Closure. Oscar B. Case, Jacob Bachman, and Ralph Edwin Rhoades, Williamsport, Pa. Filed Feb. 21, 1923. Serial No. 620,482. 2 Claims. (Cl. 221—60.)

1. In a closing device for receptacles, the combination of a receptacle having a fixed cover, an aperture in said fixed cover, a revolvable cap positioned over said fixed cover abutting upon the upper face of the fixed cover and having a recess therein and an integral projection on the upper face of said revolvable cap above said recess, the removal of which will cause an aperture in the cap capable of revolvable alignment with the aperture of the cover.

1,587,009. Powder Box. Dorothea Bobbé, New York, N. Y. Filed Sept. 24, 1923. Serial No. 664,347. 1 Claim. (Cl. 132—82.)

A powder box comprising a base powder receptacle, an open topped cover fitting over the receptacle walls, and provided with a flange around its upper open rim of the base

PATENTS



constituting a receptacle adapted to contain a powder puff out of contact with the powder receptacle.

1,587,279. Soap Cake. Clarence Livingston Burgher, New York, N. Y. Filed Jan. 17, 1925. Serial No. 3,019. 3 Claims. (Cl. 87-23).

2. A hand-cake of soap having a recess in the mid-portion of each side of such depth as to leave a relatively thin web of soap in the medial plane of the cake surrounded by shoulders of soap on opposite sides, thus forming a hold for the hand on each side of the cake.

1,587,948. Powder Puff. Raoul E. Hankar, Brooklyn, N. Y. Filed May 29, 1925. Serial No. 33,611. 5 Claims (Cl. 132-78.5.)

1. A powder puff comprising a plurality of superimposed loops and means to secure, removably, the ends of the loops.

1,588,385. Container. George F. Miller, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Oct. 5, 1921. Serial No. 305,647. 6 Claims. (Cl. 242-138.)

1. A container for dental floss and the like, comprising a two-part holder having an end thereof bent inward, and a spool enclosed in said holder and having parts which extend radially and are bent outwardly so as to have bearing engagement for rotation around said bent inwardly end.

COPY FOR A STANDARD INVOICE FORM

National Wholesale Druggists' Association, in Bulletin 116, just issued, sends out copy for a standard invoice form and a standard price card. These specimen forms have been approved by the National Wholesale Druggists' Association and by the Wholesale Stationers' Association of the United States of America. Many manufacturers have already adopted these standard forms; others are urged to do so just as soon as possible.

The various headings on the price card recommended should be followed in so far as they pertain to selling terms and the listing of products. List prices should be printed in bold face type. It is suggested that manufacturers have these price cards reprinted annually and distributed to all customers, thereby enabling wholesalers to have a reasonably current and up-to-date file.

The standard invoice form carries instructions which should be followed carefully. Particular attention is called to the size recommended.

A great saving will be brought about if these standard forms are universally adopted. Wholesalers who are also engaged in the manufacturing business and selling to other wholesalers are urged to adopt these standard forms, the same as other manufacturers.

Extra sample copies of the standard invoice form and the standard price card may be obtained by addressing the New York office of the N. W. D. A., 51 Maiden Lane, New York City.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

IMPROVEMENTS IN PATENT OFFICE

WASHINGTON, June 14.—Recommendations relative to methods for improving and speeding up the work of the Patent Office have been announced by a special committee which has submitted its report to Secretary of Commerce Hoover. The committee originally was appointed by Secretary of the Interior Work at the time the Patent Office was under the jurisdiction of the Interior Department.

The final report of the committee contains 108 separate recommendations. The five principal features of the report are:

First: The providing of modern equipment, including steel vertical filing cases, which would greatly facilitate the clerical work of the office.

Second: The construction of a new building at the earliest possible moment, designed for the special needs of the Patent Office and of ample capacity to provide for present necessity and future growth.

Third: A large increase in the technical force of the office, including a larger number of principal and assistant examiners and a larger translating and classification force.

Fourth: An increase in the salaries of all scientific and technical employees in order to check the larger number of resignations and obviate the present large turnover.

Fifth: An amendment of the statutes governing practice in the Patent Office, reducing the appeals in interference cases to a single appeal in the office, abolishing appeals to the Court of Appeals of the District of Columbia and making the decision of the Patent Office final, except as it may be reviewed by the United States District Court in equity proceedings.

According to officials of the Commerce Department, many of the recommendations made are in effect. One change in printing methods will save over \$8,000 a year. Adoption of photostatic instead of typewritten copies of patent deeds recorded will be in effect July 1 and should save approximately \$10,000 a year. A new index in the assignment division is already completed, having been begun before the committee commenced its duties. It is in daily use and will effect a saving of many times its cost.

A complete study of the report is being made and the recommendations not already adopted will be put into effect as rapidly as possible. Many of them cannot become effective until appropriations are increased and other legislative authority obtained.

Complimenting the commissioner of patents for his "successful handling of an unprecedented amount of work" the committee said:

"We find that during the administration of Commissioner Robertson, many improvements suggested by the 1912 report have been made and also many additional beneficial changes have been effected in the organization, procedure, personnel and property of the Patent Office, amounting to a thorough reorganization. This has been facilitated by favorable legislation and by additional room obtained in the Land Office Building, but before any legislation was obtained, as well as since, improvement has been noticeable in the methods of doing business in the office, resulting in a marked increase in efficiency and benefit to the public having business before the office."

ALCOHOL SITUATION AT WASHINGTON

(Continued from page 208)

one making an application on the prescribed form, but, on the contrary, places upon him, as the administrative officer directly charged with the enforcement of the law, a responsibility in the matter of granting the privilege of dealing in liquor for nonbeverage purposes, which requires him to refuse a permit to one who is not a suitable person to be entrusted, in relation of such confidence, with the possession of liquor susceptible of diversion to beverage uses.

"The dominant purpose of the act is to prevent the use of intoxicating liquor as a beverage, and all its provisions are to be liberally construed to that end. It does not provide that the commissioner shall issue any liquor permit, but merely that he may do so. It specifically requires the application to show 'that qualification of the applicant' and authorizes the commissioner to prescribe 'the facts to be set forth therein.' These provisions, as well as the purpose of the act, are entirely inconsistent with any intention on the part of Congress that the commissioner should perform the merely perfunctory duty of granting a permit, to any and every applicant, without reference to his qualification and fitness; and they necessarily imply that, in order to prevent violations of the act he shall, before granting a permit, determine, in the exercise of his sound discretion, whether the applicant is a fit person to be entrusted with such a privilege. This is emphasized by the provision that if the commissioner refuses an application, his action may be reviewed by a court of equity in matter of fact and law; there being no substantial reason for this provision if he is imperatively required to grant a permit upon the mere presentation of an application in due form.

"On the other hand, it is clear that Congress in providing that an adverse decision of the commissioner might be reviewed in a court of equity, did not undertake to vest in the court the administrative function of determining whether or not the permit should be granted; but that this provision is to be construed, in the light of the well established rule in analogous cases, as merely giving the court authority to determine whether, upon the facts and law, the action of the commissioner is based upon an error of law, or is wholly unsupported by the evidence or clearly arbitrary or capricious. See *Silberschein v. United States*, 266 U. S. 221, 225, and cases cited.

"Here, plainly, the refusal of the permit involved no error of law. And the two courts below have, in effect, concurred in finding, upon the entire evidence, that there was no abuse of discretion on the part of the commissioner; the Circuit Court of Appeals specifically finding that the associations and business connections of the principal officers of the company were such that he had ample ground for declining to issue the permit. An examination of the evidence—which need not be recited here—discloses no clear error which would authorize us to set aside this concurrent finding. *United States v. State Investment Co.*, 264 U. S. 206, 211.

"The decree is affirmed."

Not a Forfeiture, But An Indemnity Bond

The Supreme Court in a decision in another case has decided that form 738 prohibition law permit bond is an indemnity bond and not a forfeiture bond. The decision was made in two cases coming to the Supreme Court for certification of questions of law. The case of *United States against Zerbey and National Surety Company* is typical.

John E. Zerbey gave bond in the sum of \$100,000 as permittee to sell liquor and wines, with the National company as surety. On a charge of violating the law the government instituted proceedings against both to secure forfeiture of the penal sum of the bond. The defendants filed demurrers, contending that the government could not recover more than damages. It won this point in the Federal District Court. On appeal to the United States Circuit Court of Appeals, the latter tribunal desired instructions from the Supreme Court and certified to the latter questions of law whether the bond was forfeit under the circumstances and whether the full penal sum was forfeited or was limited to actual damages.

After a lengthy discussion the court reached the conclusion that the bond was for indemnity to secure payment of taxes, interest, penalties and liabilities, and so instructed the circuit court.

New York Denaturing Plants Again Win Test Suit

In an opinion handed down June 1, the United States Circuit Court of Appeals reaffirms a decision granting a mandamus to William J. Higgins, the owner of a denaturing plant in the Bronx, and restoring to him his permit to deal in denatured alcohol. The decision is in effect that the revocation of permits for such plants under the Treasury Department regulation issued last November was illegal.

The reaffirmed decision restores to their former status the thirteen big denaturing plants whose permits were recalled by John A. Foster, then Prohibition Administrator. The Higgins case was a test for all of them.

"It is plain that when the statute was passed there was no suspicion of the case with which denaturants could be removed," the decision said. "That, however, can mean no more than that some amendment in the act is necessary to check the grave evil which has now arisen."

The Higgins decision, unless upset through proceedings before the United States Supreme Court, is expected to have far-reaching effect upon the denatured alcohol business throughout the country. Under its terms the Prohibition Administrator's powers are limited considerably, it being impossible for him to rescind permits granted to denature alcohol, except after complicated legal proceedings, or unless the present law is amended, as the Court of Appeals suggests.

Burma a Field for Selling Talcum Powder

Trade Commissioner Charles B. Spofford, Jr., Calcutta, sends in the following information, quite oblivious of the probability that Burmese women would welcome something more than white talcum when shown the toiletry products of American manufacturers:

"Burma appears to be an excellent market for talcum powder because the women use large quantities of white face powder. It seems that in the past they have been satisfied with using cheap powder obtained from rice flour, but those who can afford to do so are now buying American and other makes of talcum powder because it is scented."

Geranium Oil Harvest in Algeria

Consul Lewis W. Haskell, at Algiers, forwards a statement that the Societe Cooperative des Producteurs d'Essences a Parfums de la Mitidja reports favorably on the geranium harvest and on the prices obtained for the oil.

A comparison of the production of geranium oil in Algeria for the years 1922-1925 is as follows: 1922, 17,632 pounds; 1923, 19,836 pounds; 1924, 28,652 pounds; 1925, 40,774 pounds.

New Regulations 47 on Excise Taxes

The Treasury Department has issued Regulations 47 (revised March, 1926) relating to excise taxes on sales by the manufacturer of automobiles, pistols, revolvers and cereal beverages. Copies can be obtained for ten cents each by addressing the Superintendent of Documents, Government Printing Office, Washington, D. C.

The cereal beverage regulations may interest some of our readers, but so few that it is not necessary to reprint that part of the new ruling.

Candelilla Wax Exports from Mexico

Exports of candelilla wax from Chihuahua, Mexico to the United States amounted to 2,684 pounds valued at \$205 in 1924 and 71,800 pounds valued at \$13,607 in 1925, according to a report from Consul Thomas McEnelly, Chihuahua.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.



BRAZIL

ALCOHOL DENATURANT RULES AMENDED.—The Brazilian minister of finance has issued an order revoking the provision regarding the use of methylene blue as a denaturant of alcohol, according to Commercial Attache A. Ogden Pierrot, Rio de Janeiro. From now on the only denaturant which may be used is methylene or impure methyl alcohol in the proportion of 10 percent, added to heavy mineral benzine in the proportion of one-half of 1 percent. The minister declared in his circular that manufacturers and merchants dealing in denatured alcohol will have until June 30, to dispose of existing stocks of alcohol denatured with methylene blue.

BULGARIA

CUSTOMS TARIFF.—The Bulgarian government recently submitted to the Sobranje a Bill embodying a number of modifications in the customs tariff, and resulting from its adoption, the following new increased rates of duty are now in operation for the articles enumerated below, in leva for 100 kilos: Toilet and medicated soaps, 400.—; other soaps in cakes of 150 grams or over, 70.—; in cakes of less than 150 grams, 80.—; vanillin, 8,000.—; rose oil (1 kilo), 500.—; other essential oils, 10,000.—; perfumes, liquid, 10,000.—; pomades, toilet powders and waters, cosmetics, 15,000.—; tooth pastes and powders, 5,000.—; citric acid; tartaric acid, 300.—; medicinal preparations, such as pills, pastilles, capsules, ampoules, etc., except medicinal wines, 600.—; others not included in the pharmacopeia, 400.—; official medicaments, not specifically enumerated, 200.—. The duty on essential oils, soaps, perfumes, and medicinal products is charged on the total weight, inclusive of that of the container or package.

DENMARK

MARK OF ORIGIN REQUIRED ON SCOURING AND SOAP POWDERS.—Scouring powders and soaps in powder form manufactured abroad must show the name of the country of manufacture on the outside of the package when offered for retail sale in Denmark. This name must be printed on the front side of the packet or wrapper in letters at least one-tenth as high as the wrapper is long. The country of origin given must be the country where the manufacture of the soap mass as well as the powdering process took place. This marking regulation must be adhered to whether any one of the manufacturing processes takes place in Denmark or not, and it becomes effective on July 1, 1926.

FRANCE

ESSENTIAL OIL EXPORTS.—During the first quarter ended March 31, 1926, there was not an unusual demand for es-
(Continued on Page 242)

THE MARKETS

Essential Oils, Aromatic Chemicals, etc.

After the brief rally in buying which brought about the steady and reasonably satisfactory market position outlined in our review of last month, the essential oils market flattened out again quite sharply. The slump began during the final week in May and has continued through June to date with no signs of any improvement in the demand or of firmness in prices save on a very limited list of the items quoted. Buying simply stopped. The causes for its stopping are difficult to arrive at.

Doubtless the excellent market which ruled from early autumn until well into the spring was at least partially responsible for the slump. The consuming buyers during that period stocked themselves quite heavily with goods. They bought not only what they needed for use during the season but also more goods than they would normally consume. The result was that they were left with stocks at the end of the active period where they would ordinarily have been forced into the market to replenish their supplies. In addition to this fact, the very cold and late spring delayed business materially in all lines. This, however, was particularly noted in flavoring materials in the essential oil trade. Citrus oil and spice oils have been slow and are not yet moving as they should.

The floral oils have in general been quite steady. There has been no great change in their position and while demand has been slack, sellers have not been pressed by stocks excepting in a few materials and the result has been a very steady market. Exceptions are to be noted in lavender and one or two other oils of French origin. These materials have been affected not so much by the lack of business as by the rapid and more or less sensational decline in franc exchange. Franc prices of the oils are about the same as a month ago but dollar prices are cheaper both for shipment and for goods afloat. It is only natural that this condition should be extended to the spot market to a considerable extent.

Seed and spice oils are quite generally weak. The spice market has been a rather poor one for some little time. The collapse of pepper and one or two other inflated items has cast a tone of depression upon the trade and prices on none of the spices are strong despite the approach of the active consuming season. The result has been a general weakness in the oils, accentuated of course by the light business which has been done. Cassia, ginger, mace, nutmeg, caraway and practically all of the other oils in this group have declined until, from a consumer's standpoint, many of them would seem to be excellent purchases.

The late season has broken up what seemed at the outset to be a very strong market for citrus oils. The beginning of the year found spot stocks light, shipment prices high and

everything set for an excellent demand. Cold weather blocked the demand and now shipment prices are materially easier, spot stocks fairly heavy and little movement of goods. All of the articles excepting oil of limes have declined during the month. That, due to special conditions surrounding its production, is still very firm.

The miscellaneous oils have been featured by a show of weakness in soap makers' products, principally citronella. Supplies of this oil, much of them held at very high costs, are heavier than they have been in a long time. Prices have sagged without adducing any buying interest. Even bids against the present stocks cannot be secured from the consuming buyers. In addition, much of the oil now held here is in the hands of factors outside the essential oil business. They are anxious to get at least part of their money out to use in other import enterprises. Hence, they are very far from firm holders. The weakness is likely to continue until soap makers feel that the oil is a purchase. The more or less mythical "mosquito demand" is not likely to have much effect upon a market so heavily oversupplied as the present one.

Synthetics and Aromatic Chemicals

Price developments in this line have been negligible during the period under review. While business has been dull and competition rather keen, the market position has not been greatly altered during the month. Doubtless it is possible to shade manufacturers' schedules on many of the items on the list. Undoubtedly, importers will take a fraction less for their goods than they would a month ago, principally with the idea of moving them in a dull market. But the general schedules have not been changed and they do not seem likely to be changed to any great extent during the next few weeks.

A development of some interest during the month was the change by manufacturers of the unit on which they had been selling vanillin. Owing to the comparative cheapness of the article and to steadily growing consumption, makers of this article decided early in the month to change the basis of quoting from ounce to pound. The result was, of course, a minor readjustment in the schedules. No actual change in price was intended in this. It was merely a matter of bringing quotations to even figures on the pound instead of the ounce basis.

Vanilla Beans

The month has been a very unsatisfactory one in point of business. Demand has been very light and sales of all dealers and importers have been small. Arrivals, at the same time, have been fair. The tendency is to blame the cold and unseasonable weather for the dullness and undoubtedly this had a great deal to do with the lack of real business. In addition, the general slump in business had its effect and the recent decline in prices is still operating to slacken buying, although to a minor extent.

Prices changed very little during the month. Bourbon beans seemed a little easier on the decline in exchange although holders in France compensated for this to some extent by raising franc prices where they could. On spot, prices are nominally unchanged, but the schedules can undoubtedly be shaded a little.

News from Mexico is rather scanty. No prices on new goods have yet been fixed owing to the fact that the curing is not completed. Intimations are that lower levels will not be named because the size of the beans is not as satisfactory as was anticipated. The size has a great effect on the price, the beans being bought by number and sold by the pound. Stocks here seem to be fairly heavy. Estimates vary widely according to the source and are probably of little value on the whole. Prospects would seem to be for a fairly steady market with possibly a slight dip in prices unless inquiry speedily improves.

Sundries

The market has been dull with very few changes. Both natural and synthetic menthol are sharply lower owing to continued cheap offers of the natural product from Japan. Rhubarb root is very scarce and has advanced strongly with little available spot or for prompt shipment. Orris root is a little easier with heavier supplies available. Other items have been decidedly dull with little business.

FRENCH PEPPERMINT OIL INDUSTRY

Consul Damon C. Woods, Paris, contributes the following information regarding the French peppermint oil industry: French perfumery manufacturers place peppermint oil in the front rank among plants essential to their industry. Efforts to supply all their needs from domestic sources have not yet succeeded, although important quantities are produced in the Grasse region and of late satisfactory experiments have been made with the plant in Brittany. Regarding the latter, the National Office for the cultivation of vegetable matters essential to the drug and perfumery trades announces that cultivation of Mitcham variety mint has been extended in Brittany so that it now covers a number of acres. The centers of this culture are at Ste Anne d'Auray and Lven. The labiate gathered and distilled in the latter locality has yielded a fine essence, or characteristic bouquet, which recalls, in the opinion of connoisseurs, that of the genuine Mint Mitcham.

Imports of peppermint oil into France are much larger than the domestic production. The main sources of supply are Italy, Great Britain, Japan, and the United States. The article is not separated in the French customs statistics from other volatile and essential oils, which in 1925 were shipped to the value of 116,795,000 francs (\$5,498,822). According to the United States foreign trade statistics this country in 1924 shipped to France 14,216 pounds of peppermint oil, valued at \$67,390. Prevailing prices at Paris in April, 1926, for the principal qualities, delivered in 10-kilo lots, were as follows, per kilo: French, 950 francs (\$31.82 at \$0.0335 per dollar); Italian Mitcham, 825 francs (\$27.64); English, 850 francs (\$28.47); American 750 francs (\$25.12); Japanese, three times rectified, 400 francs (\$13.40).

In view of the continued fluctuations of the French franc, consumers of oils and greases no longer demand quotations in the national currency and they will accept freely price offers made in dollars or pounds sterling, says Consul Woods. Quotations should be c.i.f. French port without exception and payment may usually be conditioned as cash against documents upon arrival of the merchandise in port. In certain instances bank credits may be arranged and in a few others, where old-established houses have fixed their custom of purchasing, 30 days' credit or more, is required.

A number of Paris brokers have recently manifested their desire to handle, on a commission basis, animal, vegetable, and essential oils of American origin. Full data respecting these firms and the terms upon which business may be attempted, may be obtained from the Chemical Division of the Bureau of Foreign and Domestic Commerce.

THE PERU BALSAM INDUSTRY

From Consul W. J. McCafferty, San Salvador, comes an interesting note about the production of Peru Balsam. He is authority for the statement that El Salvador is the world's only producer of the species of balsam known commercially as Balsam of Peru and continues:

This gum probably received its name from the fact that several centuries ago when these countries were Spanish colonial possessions it was shipped from El Salvador to Peru, when it was sent to Spain. This extract is used in the manufacture of perfumes, ointments, and medicines, particularly medicines for the throat.

The production of balsam is confined to a grove of trees about ten miles square on the Pacific between the ports of Acajutla and La Libertad, known as the Balsam coast. Balsam ranks as one of the lesser export commodities of the republic, but it has produced a steady revenue to the country for several centuries. The amount obtained remains fairly uniform from year to year and is not susceptible of much expansion.

During the last four years the exports have averaged in the neighborhood of \$200,000 gold annually, and approximately 80 per cent has been purchased by the United States, 15 per cent by Germany, and the remainder by France and Great Britain.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb...	\$3.00@	\$3.25
S. P. A.....	3.25@	3.35
Sweet True90@	
Apricot, Kernel70@	
Amber, crude50@	.65
rectified65@	.90
Amyris balsamifera	1.95@	
Angelica Root	25.00@	40.00
Anise, tech.60@	
Lead free, U. S. P.65@	
Aspic (spike) Spanish..	1.50@	
French	1.65@	
Bay, Porto Rico	2.25@	
West Indies	2.65@	
Bergamot, 35-36 per cent.	6.00@	7.00
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.00@	4.00
Birchtar, crude18@	
rectified60@	
Bois de Rose, Femelle..	2.75@	
Cade, U. S. P. "IX"30@	.35
Cajuput, Native75@	.85
Calamus	4.00@	
Camphor, "white"15@	.16
sassasfrassy18@	
Cananga, Java Native..	5.25@	
rectified	5.75@	
Caraway Seed, rectified..	1.55@	
Cardamon Ceylon	35.00@	40.00
Cassia, 80@85%	2.00@	2.15
rectified, U. S. P.	2.35@	2.50
Cedar Leaf90@	1.00
Cedar Wood25@	.30
Celery	9.50@	
Chamomile, oz.	3.50@	5.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon45@	.50
Java68@	.70
Cloves, Bourbon	2.50@	2.75
Zanzibar	2.00@	
Copaiba55@	.65
Coriander	6.50@	
Croton	1.00@	
Cumin	10.50@	
Cypress	6.50@	
Cubebs	4.50@	4.75
Dillseed	4.00@	6.00
Erigeron	6.50@	
Eucalyptus Aus. "U.S.P."	.50@	.60
Fennel, Sweet90@	
Geranium, Rose, Algerian	3.15@	3.50
Bourbon	2.90@	3.00
Turkish (Palma rosa) ..	2.75@	
Ginger	7.25@	
Gingergrass	2.75@	
Guaiaac (Wood)	4.25@	
Hemlock87½@	
Juniper Berries, rectified.	3.00@	
Juniper Wood65@	
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	4.50@	6.00
Lemon, Italian	2.25@	2.50
Calif.	2.25@	
Lemongrass	1.15@	
Limes, distilled	7.50@	nom.
expressed	9.50@	nom.
Linaloe	2.70@	
Mace, distilled	1.90@	
Mirbane15@	
Mustard, genuine	12.00@	15.00
artificial	2.15@	2.40

Neroli, Bigrade, Pure...	80.00@	100.00
Petale, extra	100.00@	130.00
Nutmeg	1.90@	
Orange, bitter	2.80@	
sweet, W. Indies.....	2.80@	
sweet, Italian	2.90@	3.35
Calif.	2.90@	
Origanum, imitation35@	
Orris Root, concrete, domestic	3.25@	4.00
foreign	4.00@	5.00
Orris Root, absolute (oz.)	55.00@	70.00
Parsley	7.00@	
Patchouli	6.25@	8.00
Pennyroyal, American ..	2.85@	
French	2.75@	
Peppermint, Natural	13.75@	14.75
Redistilled, Natural	14.75@	15.75
Petit Grain, So. American	2.25@	
French	15.00@	
Pimento	4.75@	
Pinus Sylvestris	1.00@	
Pumilions	2.25@	
Rose, Bulgaria	9.00@	15.00
Rosemary, French55@	
Spanish35@	.40
Rue	4.00@	
Sage	2.50@	3.00
Sage, Clary	30.00@	
Sandalwood, East India..	7.35@	
Santalum Cygnorum	5.00@	
Sassafras, natural80@	
artificial30@	
Savin, French	2.00@	
Snake Root	15.00@	
Spearmint	6.00@	
Spruce90@	
Tansy	6.50@	
Thyme, red90@	1.00
white95@	1.05
Valerian	12.50@	
Vetivert, Bourbon	17.50@	
Java	18.00@	
East Indian	30.00@	35.00
Wintergreen, Southern ..	4.50@	
Penn. and Conn.	8.00@	9.50
Normseed	5.20@	
Wormwood	8.00@	
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	8.50@	10.00

OLEO-RESINS

Capiscum	2.15@	
Ginger	3.50@	3.65
Cubeb	4.00@	
Malefern	2.15@	
Oak Moss	15.00@	15.50
Orris	6.00@	15.00
Pepper, Black	3.85@	
Vanilla	9.00@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.75@	4.00
Aldehyde C 14	50.00@	
C 16	30.00@	50.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.65@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom.	1.45@	
foreign	1.75@	

Amyl Valerate	3.00@	3.50
Anethol	1.50@	
Anisic Aldehyde, dom.	3.50@	
foreign	3.75@	
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	
Benzilidenacetone	3.00@	4.50
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.20@	
foreign	1.25@	
Benzyl Alcohol	1.25@	
Benzyl Benzoate	1.35@	1.50
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.25@	
Benzyl Propionate	5.50@	
Borneol	2.75@	
Bornylacetate	4.50@	
Bromstyrol	4.00@	4.50
Carvol	5.25@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	5.00@	6.50
Cinnamic Aldehyde	3.00@	3.50
Citral, C. P.	3.00@	3.50
Citronellol, dom.	5.75@	7.00
foreign	5.75@	7.00
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Diethylphthalate32@	
Diphenylmethane	1.75@	2.50
Diphenyloxide	1.00@	1.40
Ethyl Acetate45@	
Ethyl Benzoate	1.50@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.75@	
Ethyl Formate	1.00@	
Ethyl Propionate	2.00@	
Ethyl Salicylate	2.50@	
Eucalyptol	1.05@	
Eugenol	2.75@	3.25
foreign	2.85@	3.25
Geraniol, dom.	2.85@	3.25
foreign	3.00@	4.50
Geranyl Acetate	4.75@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom.	1.85@	
foreign	2.10@	2.35
Hydroxycitronellal	9.00@	12.00
Indol, C. P. (oz.)	3.25@	6.00
Iso Butyl Benzoate	4.00@	
Iso Eugenol	4.00@	
Linalool	5.00@	6.50
Linalyl Acetate 90%	7.50@	8.00
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.50@	4.00
Methyl Anthranilate	2.30@	3.00
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.25@	5.00
Methyl Eugenol	7.75@	10.00
Methyl Heptenone	9.00@	
Methyl Heptene Carbon ..	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octine Car	27.00@	35.00
Methyl Paracresol	6.50@	
Methyl Phenylacetate		
Art. Honey Aroma	4.50@	5.50
Methyl Salicylate43@	.48
Musk Ambrette	8.00@	9.25
Ketone	9.00@	11.00
Xylene	2.50@	3.25
Nerolin	1.50@	1.75
Nonylic Alcohol	40.00@	52.00

(Continued on Next Page)



LEVERS HOLD FIRST ANNUAL MEETING SINCE FOUNDER'S DEATH

(Special Correspondence to This Journal)

LONDON, June 5.—Further interesting light is thrown on the vast business of Lever Brothers last year by the speeches at the recent annual meeting. It was the first annual meeting held since the death of its founder, the first Lord Leverhulme, and the appointment to the governorship of his son, the present Lord Leverhulme.

Lever Brothers now represents a community, or, as the chairman, Francis D'Arcy Cooper, called it in his address, a commonwealth of some 200 companies, mainly interested in soap and its allied trades, in producing the raw materials with which those articles are manufactured, and, in addition, it is largely interested in the margarine, fish, and canning industries of the United Kingdom. It employs a staff of 39,000 whites and some 28,000 natives.

The total sales of commodities in 1925 of the parent company and its associated companies amounted in cash to upwards of \$81,000,000 (approximately \$405,000,000). The debenture holders and stockholders number approximately 200,000, representing an average holding of £320 (about \$1,600) per head, and practically all these investors reside in the British Isles. In various parts of the world the combine owns some 6,500,000 acres of land, and leases an additional 2,250,000 acres. In charge of its interests in various parts of the world are 1,000 directors and senior managers.

In his address Lord Leverhulme said in part:

"I would like to say a word or two with regard to the reorganization within the board of directors which took place after the great loss we sustained. At the unanimous request of my colleagues, I accepted the position of governor of the company. Although the office is a new one, so far as the Lever Brothers is concerned, it existed in the case of the Niger (associated) Company, and was the office held by my father with that company at the time of his death.

"Francis D'Arcy Cooper, who for many years a partner in Cooper Brothers, our auditors, and who in 1923 joined our board as a vice-chairman, accepted the position of chairman at my and my colleagues' request.

"The third appointment was that of Mr. McDowell, who has been with the company for over 20 years, as a joint vice-chairman with Mr. Greenhalgh. He leaves shortly for India, the Philippines, China, Japan, America and Canada in the company's interest. Our chairman and two vice-chairmen, together with myself, are the executors of my father's estate and also trustees for a large proportion of the ordinary shares. In fact, I may say we four represent the whole of the ordinary shareholding interest. I mention this fact to show that as far as it is humanly possible, there is a continuity of tradition and administration."

The chairman in his address referred to the addition to the board of John Westfall Pearson, chairman of the British Oil & Cake Mills, which, until its alliance with Levers, was one of their most serious competitors.

"Our 1925 accounts," continued Mr. Cooper, "give more information than hitherto. It has been commented upon that our balance-sheets do not give detailed information, but this is impracticable in the case of a large holding company.

(Continued on Next Page)

VEGETABLE OIL HEARING PROCEEDS: OTHER WASHINGTON NEWS

(Continued from Page 209)

of cocoanut oil, while the principal consuming centers are in the Middle West. There is no competition in these markets between domestic and foreign oil, according to Mr. Barnes, as practically no cocoanut oil is imported. Crushing copra in the Dutch East Indies has practically ceased since 1920, the commission was told. Ceylon has a tax on copra that affects the situation. Various countries need the copra cake for stock feed purposes.

The tariff is primarily responsible for decreased exports of cottonseed oil from the United States to Europe, Mr. Barnes said. European consumers, excluded from the American import market by high tariff rates, have been able to obtain supplies from other markets of the world. Another reason was the imposition of high duties by Italy on cottonseed oil imports into that country in retaliation for United States duties on Italian products.

The principal competing country on peanut oil today is China, Mr. Barnes said, but if the tariff were reduced, France would probably become the principal competing country, but eventually, he forecast, China would take the lead after installing additional crushing facilities.

The witness opposed different duties on crude and refined oils. The principal consuming market in the United States is New York for cottonseed and cocoanut oils, he said. There is very little real competition against American cottonseed oil in world markets, he added.

No Substitutes for Hard Oils in Soap Making

In cross examination by C. W. Holman, representing dairy interests, Mr. Barnes admitted that manufacturers' soap formulas were changed from time to time, according to the price of various oils used in the manufacture. Asked if the increase of 3,000,000 pounds in imports of oils from 1921 to 1924 did not "tend to show that the present tariff duties had not interfered with adequate supplies of the oils," the witness said that the figures would doubtless speak for themselves.

Questioned by Commissioner Glassie about the interchangeability of oils in soap manufacture, Mr. Barnes said the so-called "hard oils" had no substitutes and had to be used regardless of price. He named cocoanut oil, palm oil, palm-kernel oil, and olive oil foots in this class.

John B. Gordon, secretary of the Bureau of Raw Materials for American Oils and Fats Industries, filed a number of tabulations showing imports of various oils at various ports, domestic production costs for various oils, and analyses of the latter. Mr. Gordon told of his investigations of the bean oil industry in the United States, with particular reference to soya bean oil and its production costs. He also challenged the figures given in the commission's summary of information, declaring that 35 to 40 per cent of the soya beans purchased by the crushing mills during the period covered by the commission's field investigation were not crushed but were resold at a profit for seed purposes. He said this situation was not taken into account in the commission's figures, which latter led one to believe that all beans bought by the mills had been crushed and all the expense accordingly was charged against the oil obtained from crushing only 60 per cent or 65 per cent of the seed. He

produced letters from mills telling of their reselling the best of the beans for seed use.

Mr. Holman in opposing a reduction in duties on vegetable oils on behalf of domestic agricultural and seed crushing interests, declared the real question in this proceeding to be that of competition between American farmers and foreign farmers who produce the oil-bearing materials, and that the farmers were the real parties in interest, not the oil importers.

Protests Limitation on Use of Term "Castile"

A protest against the May 12 statement of the Federal Trade Commission announcing that it would limit the use of the term "castile" to soaps made only of pure olive oil, is contained in a motion submitted to the commission by James S. Kirk & Co., soap manufacturers, Chicago.

Kirk & Co. were charged with misrepresentation and misbranding, in the complaint of the commission, because it distributed a soap which it called "castile," which was not made only of pure olive oil. The commission still has this case under advisement.

In its answer Kirk & Co. denied all charges of practicing unfair methods of competition, and also denied that genuine castile soap is one the olive oil ingredient of which has always been and is olive oil, to the exclusion of all other oils and fats. This is the main issue which, according to counsel for the corporation, the commission has decided before the settlement of its case.

In the affidavit of E. G. Holloway, president of Kirk & Co., it is alleged that the commission's statement of May 12 is unlawful.

Probably No Appeal of Naptha Soap Decision

The Federal Trade Commission is reported to have decided not to contest the Cincinnati Appellate Court's modification of the commission's order against the Procter & Gamble Company and Procter & Gamble Distributing Company regarding the firms' labeling of "naptha" soap. The commission has been considering appealing the court's decision, issued several months ago in response to the company's petition, to the United States Supreme Court, but it is now understood that this idea has been abandoned.

Soap which contains kerosene may not be labeled "naptha," the court decreed in upholding part of the commission's order to cease and desist; but the court reversed that part of the commission's order which required the company to cease using the word "naptha," or labeling soap containing less than 1 per cent of naphtha or no naphtha.

The commission is now considering whether to issue a modified order in conformity with the court's decree or simply let the matter stand on the court mandate.

Colgate Loses Soap Freight Rate Appeal

Complaint of Colgate & Co., soap manufacturers, alleging that freight rates on soap, soap powder, and other cleaning compounds from Jersey City to Massachusetts, Rhode Island and New Hampshire are excessive, was dismissed by the Interstate Commerce Commission on June 9.

Colgate & Co. represented, in support of its contention, that in the sale of soap in New England it is compelled to meet competition of manufacturers located on Staten Island and Manhattan Island, Guttenburg, N. J., and various New England manufacturers.

"We can not find," the commission held, "that the rates paid by complainant must be the same as those paid by its competitors; nor does this record support a finding that the present differences between the assailed rates and those from Manhattan or Brooklyn are greater than the difference in transportation conditions warrant."

Effect of the Franco-German Potash Pact

The new Franco-German potash accord which became effective May 1 was a signal victory for French producers, according to the Department of Commerce. The 70-30 ratio of foreign sales between Germany and France up to 840,000 metric tons is continued and on that basis the French get the best of it, according to C. C. Concannon, chief of the Chemical Division.

LEVER BROTHERS' ANNUAL MEETING

(Continued from Preceding Page)

Moreover, competition is not fostered by presenting the competitor unnecessarily with information concerning our business. In its present form our balance-sheet gives the shareholders additional information without disclosing anything that might be prejudicial to their interests.

"In comparison with the previous year's accounts, our share capital remains unchanged. This is only the fourth time that this has happened in the 32 years' history of the company, the last time having been 18 years ago, in 1908-9.

"We have sold three businesses which were not convenient for working in conjunction with our operations. One, the Sanitas Co., manufactures disinfectants; the second, W. Woodward, Ltd., manufactures a patent medicine; and the third, the Neptune Oil Co., is a gasoline distributing business in Australia, which business is better left to oil companies who are also producers.

"The year 1925 was a year of extreme difficulty in the crushing business, but it was a good year to negotiate an arrangement for the acquisition of a crushing business, and we are confident we have acquired the controlling interest in the British Oil & Cake Mills, Ltd., on a basis satisfactory to ourselves and to the vendor. In addition to its oil and seed crushing business, the British Oil & Cake Mills owns the British Soap Co., manufacturers of New Pin soap and Britolic soap, which are now added to the list of household soaps in which we are interested.

"We are largely interested in the whaling industry through associated companies who own whaling stations in South Georgia and the South Shetlands (in the Antarctic); in Durban (South Africa), and in Harris (Scotland). We had record catches last year."

Turning to the soap trade proper, Mr. Cooper made the announcement of an all-round reduction in retail prices:

"I am," he said, "continually impressed with the late Lord Leverhulme's insight into that business of which he was an inspiration and a master. The organization, the efficiency, the range of products which mark the soap trade of today are largely his work. We who inherit realize the sure foundation on which he built. The soap business is on a solid basis. It has competition, but competition only tests and increases its strength. We are confident as to the future, and are now able to announce to the trade of the country a reduction in the retail price of household soaps equivalent to a halfpenny (one cent) per pound. The prices of raw materials have enabled us to give this relief to the public.

"Only last year the late Lord Leverhulme told you that not only is the soap consumed in the United Kingdom lower in price and higher in quality than that of any other country, but, as a natural result thereof, the United Kingdom enjoys a larger export trade in soap to neutral markets of the world than that of the total exports of soap of any other three nations in the world added together.

"Overseas our associated businesses continue to progress. We are in the closest touch with all of them, and the directors make periodical visits to them. These visits to overseas companies by directors from England are most helpful on both sides. One of the most important matters in the successful conduct of a business which is widespread throughout the world is to maintain contact between all units of it. By this contact everyone is kept alive, continual interchange of ideas and methods is facilitated, and the maximum advantage is obtained from the combined experience of all.

"Port Sunlight remains the first among our soap factories, and we have appointed there a management board, of which Lord Leverhulme is chairman. Although London is now the center of administration for Lever Brothers as a whole, the board is fully alive to Port Sunlight's special interests. For Port Sunlight, with its village, is the most visible sign of the company's success. At Port Sunlight were first put into operation those schemes of prosperity sharing—many of them since extended to the associated companies—which were the particular interest of the late Lord Leverhulme. These schemes continue to flourish, and from this observation I do not except co-partnership, although, for reasons outside the scheme itself, a further extension of its benefits is in abeyance."

THE FAD OF USING FIXATIVES

By ERNEST SCHIFTAN, Perfume Chemist

(Specially Written for This Journal)

In recent years very much is being written concerning fixatives, and most firms which deal in essential oils and perfumes offer special products which are serviceable for fixing extracts and soaps. These are either natural or artificial products, simple bodies or compounds. For the manufacturer who seeks effective fixatives it is difficult to select from the great mass of offers those articles which are in reality of value to him. Since it is impossible to make experiments with all the products offered, it is necessary to know beforehand the aim in view, and what characteristics are necessary in the products from which a desired effect is expected.

Above all one needs to make a distinction as to whether a quite definite odor is desired to be fixed, or whether some strongly adherent odor is sought. By this distinction all products, quite apart from their composition, have been divided into two groups. For the purpose of fixing a definite odor only weakly odorous or perfectly odorless fixing materials come into consideration, while in the second case the peculiar odor of the fixing agent itself serves as the carrier of the odor in the composition. An exception to this is found in the animal products, like ambergris, musk and civet, which in spite of their strong distinctive odor harmonize with almost all odors, and the fixing power of which is so enormous that even very minute quantities effect the fixing of the perfume. In general, however, the difference between weakly odorous and strongly odorous fixatives is to be well considered and their differing action is to hold well in view.

While there are many products among the strongly odorous fixatives which produce really brilliant effects, the case of the products without or with weak proper odor is far more difficult. In the fixation of perfumery many good fixatives for other purposes have no effect whatever.

For example, the following experiments were made with the well known benzylbenzoate, which has long been regarded as a fixative: A 1 per cent alcoholic solution of benzylacetate was prepared. This was divided into two portions, and to one-half of it 0.1 per cent of benzylbenzoate was added. After evaporating the two solutions on blotter strips under exactly identical conditions the following results were noted:

The purely benzylacetate solution disappeared after forty-five hours; the solution fixed with benzylbenzoate lost its odor after fifty hours. In this connection the time when an odor could no longer be perceived was assumed to be the end of the process. Further experiments with other media and in other relations always yielded similar results.

This one case is cited simply as an example from which it may be seen how a substance known as a fixative in reality does not act at all in this capacity. Naturally the action is different in the case of soap where the fixative needs to act only as a solvent in order to bring out the odor in the soap and to make it adhere to the soap body. This action is explained by the fact that perfumes in soap pass off principally because after drying of the soap they are distributed undissolved in the soap body. However, a solvent with high boiling point always holds the perfume in solution, and thereby prevents it from evaporating.

Especially in case of oil of lavender, eau de Cologne, and delicate flower odors the fixation is difficult because there are no resin-like or other natural fixing agents which possess these odors. In such cases it is helpful either to prepare a mixture from different fixatives which may in part be strongly odorous, in part possess a weak individual odor, which contain these substances in such proportions that the final odor of the finished fixing composition appears to be rounded off in itself, and therefore does not disturb delicate odors. Likewise various drugs may be mixed to begin with, and from this mixture an extract may be prepared. As an example of a fixative prepared according to these principles may be given the fixateur of a certain supplier which is well known as a special fixing agent for lavender odors.

Much easier is the fixing of fancy odors. Here it is necessary to begin by preparing a mixture of different fixatives as a basis for the composition, to which are added the various bouquet substances for the purpose of rounding it out and improving it. Especially in the preparation of extracts is this very important, since the special character of the perfume comes out only in the so-called after-odor, and since this is produced almost exclusively by the fixatives. In case of soaps all the perfume probably remains in the soap body, yet the after-odor appears on the surface of the skin after washing with the soap.

To return to our original subject, we thus see how fixatives need to be judged, considering merely the perfume producing standpoint while for perfumes the determining factor is the property to make definite perfumes adhere or persist, in case of the fixation in soaps the ready solubility of other odors comes into consideration. Especially in case of the purchase of fixative agents for quite definite flower perfumes one needs to be very critical and ascertain whether these in reality possess a corresponding power to persist, and do not simply represent well fixed flower oils. Not everything which passes under the designation of fixatives is of use for the perfumer, since it frequently only dilutes his product.

NIGERIAN PALM OIL PROBLEM REVIEWED

(Special Correspondence to This Journal)

LONDON, June 5.—In the world's markets, palm oil is one of a number of vital raw materials used in the manufacture of articles as varied as soap, foodstuffs, and tin plates. In a number of cases the use of palm oil is essential, but as a rule it can be used only if its price is not too high in relation to a number of competing products. The demand for these products and for palm oil is increasing and will continue to do so, and to this extent the future prospects of the West African palm oil industry are excellent. But the increasing demand has been so thoroughly appreciated throughout the world that for a number of years attention has been given to the scientific cultivation of palms and to the economic extraction of the oil.

At the recent annual meeting of the Niger Co., Ltd., in London, an interesting survey of the present palm oil problem in Nigeria was made by Ernest Hyslop Bell, chairman of the company. Parts of Mr. Bell's address are worthy of summary here. So far, he declared, the Nigerian trade has depended on the fact that Nigeria possessed large natural palmeries and is therefore the main source of the world's supply, but, owing to the almost invariable use of native

methods of extraction, out of a total oil content of 21 per cent only from 8 per cent to 11 per cent is recovered. Elsewhere in the world scientific methods of extraction are now being used, notably in the Belgian Congo by one of the Niger Co.'s subsidiaries, and also in Sumatra, where 18 per cent out of a possible 22 per cent is obtained, this being double the amount obtained by native methods in Nigeria.

The increased demand for palm oil, is not for all grades but is chiefly for high quality oil, high quality being measured by low free fatty acid content. Some native grades, which are only produced in comparatively small quantities, test as low as from 10 per cent to 13 per cent free fatty acid, but their preparation involves greater waste than is usual even in Nigeria. Most native oil, however, tests from 25 per cent to 50 per cent, as against from 8 per cent downwards in the case of the Congo and Sumatra. Native methods, therefore, not only waste half the oil, but what they do recover is of inferior quality. It is just because of this inferior quality that Nigerian oil is gradually being put at a disadvantage in the world's markets as compared with plantation grades which are only now coming forward in appreciable quantities. The trade is beginning to find, said Mr. Bell, that when there is a lull on the market it is the demand for Nigerian oils which slackens first, while the demand for plantation oil is maintained.

Mr. Bell avoided discussion of the politics of the West African oil industry, and contended himself with saying that if and when Colonial Governments complete their schemes for the scientific cultivation of the palm and extraction of the oil in West Africa he hoped it would be evident that they had been competently advised.

In Belgian territory the scientific production of palm oil is now, at the end of its fourteenth year, reaching large proportions. The pioneer and principal producer, the Huileries du Congo Belge, is a subsidiary of the Niger Company. In French Africa every inducement is offered to commercial concerns to erect mills on most favorable terms, and in the East the Niger Co., is persistently invited to use its experience and organization. In Sierra Leone an enlightened Government has taken a decided step in the right direction.

In Nigeria a decision is still awaited, but the new Governor only a month ago, in his address to the Legislative Council, said:—"I do not wish to be an alarmist, but no time must be wasted in improving our palm oil industry and obviating the great waste which occurs under present methods of extraction. The Sumatran menace cannot be lightly ignored."

As this menace is realized, it is hoped that one of the results of the visit to West Africa of the Under-Secretary of State for the Colonies in the present British Ministry will be a solution of the palm oil problem satisfactory to the native landowners and one which will be at the same time enable the social, commercial, and economic development of the West African Colonies to proceed on sound lines.

Mr. Bell emphasized that any satisfactory solution must permit the extraction of as large a percentage of oil as is obtained in the Belgian Congo and in the East, and that ultimately in British tropical Africa there shall be plantations of as high efficiency as are springing up in other parts of the world. Outside these two necessities he declared there was no permanent solution.

"The African population," he continued, "will not buy whatever cotton goods Europe may choose to send to Africa. They insist on having the quality and pattern which they prefer, and if one trading company will not supply what is required they will go to another that will. Surely the leaders of West African opinion will realize that in the same way the world will not continue to buy their low quality palm oil, but will turn to the superior and more cheaply produced plantation oil which is now being supplied from elsewhere in ever increasing quantities."

"There is no comparison between the natural palmeries of West Africa and areas which have been scientifically planted, and I would warn the British West African that to anyone who has seen both methods in operation, as I have done, it is evident that as surely as wild rubber ceased to count in the commercial life of the world through competition with plantation rubber, so will oil produced by present methods from natural palmeries be superseded by palm plantations and oil produced by scientific methods, if not in West Africa then elsewhere."

RANCIDITY IN SOAPS*

The tendencies to rancidity in soaps are principally the consequences of errors in the process of saponification. Nevertheless, as we shall see, it is possible, even in case of a completely saponified soap that it will become rancid, although this is an exception and is caused especially by oxidation of ingredients which are not saponifiable. In the preparation of toilet soap when the mass is exposed in thin layers to the influence of warm air, the conditions for producing rancidity are naturally more favorable than in the case of the preparation of household soaps. The existence of unsaponified ingredients is especially frequent when tallow or especially mutton tallow, which is rich in stearic acid, is used. A mere trace of salt is sufficient to lead to the incomplete saponification of such fat bodies as the glycerides of stearic acid. The soap grain, which forms when salt is present, envelops such unsaponified fat and withdraws it from the influence of the lye. Occasionally rancidity appears in spite of the use of almost neutral raw materials of first class quality. The reason for this lies in the fact that the neutral fat does not combine with the lye immediately on coming together with it. The absence of free fatty acid, which combines immediately with the soda by forming soap, which emulsifies the mass, must therefore be compensated for by addition of soap at the beginning of the boiling process. Its role is to form the emulsion, which is necessary to produce the saponification.

It is increasingly the custom in the manufacture of soaps to replace the old methods, which require more than a week of boiling, with the very much more rapid preparation of the grain by rising the concentrated lyes. This doubtless means an advantage, but it increases the risk of incomplete saponification, and with it the possible tendency to rancidity. These concentrated lyes can be used only in kettles of moderate size. For large kettles strong and therefore expensive crutching machines are required for stirring the mass.

For avoiding rancidity the over rapid formation of the mass into bars, by pouring it out into cool moulds, in spite of many advantages, seems to hold in it a certain element of danger. In case of the customary gradual method of pouring and of the slow cooling process, the saponification is completed, and the unsaponified portion disappears. Too rapid cooling does not give a chance for continuing the saponifying process. It is harmless in case the saponification is complete, but it signifies a risk if at the time of the pouring small quantities of unsaponified ingredients are present.

From various manifestations observed in practice there seems to be no question that a completely saponified soap may nevertheless become rancid. This seems to occur especially when soap chips are put into too large piles, so that a considerable pressure results. In such cases a far reaching shifting in the saponified mass takes place, apparently under the influence of moisture and pressure. Signs of oxidation appear, and at the same time, according to my view, a splitting process of the individual fatty acid molecules into two parts of lower molecular weight. In confirmation of this view it is observed that when soap pieces which became rancid under such conditions were exposed to steam of water volatile fatty acids appear which had a pronounced odor and were soluble in water.

This doubling of molecules, which makes its appearance in a small number of fat bodies, has the formation of free fatty acids as a consequence. Granting that a single molecule of fatty acid breaks up into two such molecules of similar properties but of smaller molecular weight, the quantity of the fixed sodium, which had been sufficient in the first instance for the saturation of the fatty acid, saturated only half of the product after the breaking up of the molecules.

Oxidation produces warmth, and since this increases the tendency, it is possible that, if the pressure is considerable, the temperature may rise to such an extent that it is capable, at its maximum, of scorching the soap. From this it follows that a warning must be given against the piling up of soap, both in loose form and in sacks.

* *British Soap Manufacturer*, No. 13, 1925, through *Seifens. Ztg.*, Vol. 53, No. 9.

CO-OPERATION IN THE CANNING INDUSTRY

**An Active Trade Organization Has Eliminated Much Waste There;
Has Disclosed the Benefits of Unified and Concerted Efforts.**

Many years ago, the members of the canning industry recognized the value of co-operative efforts in the progress of their industry. They realized, as did the cement manufacturers, the paint and varnish makers, the drug and medicine trade, whose associations have been discussed in previous articles in this series, that the problems which faced the canning industry could not be handled by individual efforts and that great waste of time, money and effort with a minimum of results had been the outcome of their work as individuals in the past.

Long before the organization of the present National Canners' Association in 1907, there were canners' organizations active and operating in various sections of the country. The value of co-ordination of activities had already become patent to the members of the trade at that time. The need for still closer co-operation and for an association in the industry which should more completely cover the field throughout the United States was the immediate cause for the organization of the present national body. It was formed by the merger of two of the then existing organizations, the Atlantic States Packers' Association and the Western Packers' Canned Goods Association.

The associations were merged at a meeting in Buffalo, N. Y., in 1907, and the first annual convention was held in Cincinnati in 1908. Originally only canners of fruit and vegetables were eligible for membership, but this has now been amended so that all those engaged in the canning of foods in hermetically sealed containers and complying with the existing pure food laws are included.

Advocated Pure Food Laws

One of the first actions of the newly formed association was to advocate the passing of pure food regulations. Since that time, it has been consistently behind any progressive movement in the industry or in legislation affecting the industry and as consistently opposed to all influences which would tend toward the manufacture or sale of articles not of the best quality and all other practices which would be deleterious to the public welfare.

The membership of the National Canners' Association includes canners in all parts of the United States and in Alaska, Hawaii, Porto Rico, Canada and Mexico. The principal activity of the association is research, and hence it falls into the first general class of trade associations. This work has for convenience been divided into three classes: technological, physiological and raw materials. Laboratories for carrying on the technological work of the association are conducted at Seattle, San Francisco and Washington. The physiological end of the work is carried on in co-operation with universities in various parts of the country. Grants by the association for this work are constantly being made. Thus far, Harvard, Leland Stanford, California, Chicago and Columbia Universities have been favored by these grants.

The work of the association on raw materials is carried on through a separate bureau, the Raw Products Research Bureau. The duty of this bureau is largely the co-ordinating of the results of other bodies in research work on raw

products for the canning industry. It serves as a general clearing house for agricultural research, private, state and federal, in the improvement of the crops upon which the canner must depend.

Research Work Important

The general class of work undertaken by the research laboratories of the association in the technological end of the business is best illustrated by mentioning various examples of the work of these laboratories. One of the problems which has been taken up and studied in this way is the best type of tin plate for the manufacture of food containers. Another is the cause of discoloration in canned foods and a study of the methods by which this discoloration can be eliminated. The laboratories have also conducted exhaustive research as to the proper processing time and temperature for various canned foods and the effect of the canning process on the vitamin content of foods.

The physiological work in co-operation with the various universities to which grants have been made by the association has thus far related chiefly to the toxicity of foods and to food poisoning. It has disclosed that relatively little illness is attributable to the use of canned foods.

In addition to the purely research features of the work of the association, much has been accomplished by it in the improvement of trade relations and of the methods of the industry as they affect competitors and the general public. It has adopted a Sanitary Code to govern members in the conduct of their factories. It has put into force a Code of Ethics which prescribes definite rules for the conduct of the members in their contact with the public.

Adopts Industrial Codes

The Sanitary Code which has been in effect since 1923 covers such matters as the lighting and ventilation of factories, provisions for adequate cleaning and painting of work rooms, instructions as to adequate water supply and sanitation, the disposal of waste products and by-products, the careful and adequate cleaning and preparation of the raw products before they are processed and many other matters vitally affecting the public as well as the industry. It also prescribes regulations regarding the conduct of employees, their dress, cleanliness, and enjoins certain duties upon the employer in behalf of his workers. It also dictates rules regarding new canneries to be constructed, their location with respect to raw material supplies, water and other conveniences necessary for sanitary and proper operation.

The Code of Ethics is comprehensive in scope, covering in a general way all points in which the industry affects the health and welfare of the public. Its salient features are as follows:

"To assure the consuming public the best canned food that scientific knowledge and human skill can produce, and to establish relations with allied industries and trades on a basis of justice and fairness," the Association makes the following statement of principles:

"To use in the preparation of our products only suitable materials which are sound and wholesome.

"To employ sanitary and hygienic methods and equipment in the operation of our plants, to comply

with the Sanitary Code of the Association and all food laws and regulations.

"To maintain the highest standards of quality.

"To truthfully describe and represent our products.

"To fulfill both the spirit and letter of all contracts.

"To recognize always a paramount obligation to safeguard the interests of the consuming public."

The association also co-operates closely with those who handle and distribute the products of the canning industry. It has for many years maintained a Conference Committee, which meets and confers with similar committees from the Wholesale Grocers' Association and other organizations for the consideration and adjustment of any problems which may arise in the distribution and marketing of canned foods. It thus makes the industry largely responsible for its own products up to the point of actual consumption and affords an easy basis for discussion and agreement on the various problems which the distributor must face in his marketing of the products of the canning industry.

Work on Arbitration

This co-operation between the association and other organizations has resulted in many distinct benefits which could not have been accomplished without the aid of the association. Possibly the most important of these reforms has been the adoption of a general agreement for the arbitration of disputes which may arise in the marketing of canned foods. The agreement which is endorsed by the Wholesale Grocers' Association and the National Food Brokers' Association, as well as the National Cannery Association, provides for the appointment of arbitration boards by the members of the various associations. These boards are located in the various centers of the trade. When a dispute arises, the parties, if they desire to arbitrate, inform the chairman of the board in their locality furnishing him with a copy of the arbitration agreement. The chairman then appoints a committee of three members of the board to consider the case and decide it under the agreement. The decision is transmitted in writing to the parties to the dispute.

The National Cannery Association maintains a standing committee known as the Adjustment Committee which has the power to review the findings of any of these Boards of Arbitration at any time when it feels that the decisions which the board has rendered have been unfair. This committee, however, is seldom called upon to act, the work of the boards having been uniformly satisfactory. No appeals have been taken to the Adjustment Committee in years.

Check on Production

In conjunction with these matters of major importance, many other problems of the canning industry are considered by the association. The Adjustment Committee of the Association has taken in hand the matter of checking up acreage and production of the individual members with a view to improving business relationship and preventing too light packs of various articles. The association has also taken in hand the matter of uniformity in bills of lading, and while the problem has not been entirely worked out, considerable progress to the end of avoiding the confusion occasioned by varying ones has been made.

The package problem has been one of great interest to the trade, and the association, in conjunction with the Forest Products Laboratories, has worked out uniform and standard specifications for cases, shipping containers and tins as well which have proved uniformly satisfactory and have been adopted by railroads, steamship lines and other transportation companies as well as the government army supply service.

Trade-marks and brand names have also received attention and the members have been assisted in protecting and registering their names and brands.

The industry has been working on a statistical survey of the industry through the association in the form of a census of production in 1924. These figures have been collected in groups covering the various products of the industry. By means of a questionnaire, very complete and accurate figures have been made available. Contract forms have also been considered by the association and certain standard clauses covering settlements for damaged material and other troublesome matters have been worked out to the great advantage of the industry and of the distributors of its numerous products.

Cost accounting has also been taken up and studied in detail, and the association has issued a pamphlet containing a description of an adequate cost accounting system for the cannery. A Committee on Definitions and Standards has completed work on several of the products of the industry and is now working in conjunction with special committees on standards for other products of the industry. A standing committee keeps the association in touch with freight rate developments and arranges for hearings on all proposed traffic rate changes.

Government regulations affecting the industry are quickly secured and individual members are advised by bulletin of such changes. In this connection very effective work has been done by the association in the securing of uniform legislation from the Federal government and the several States on matters affecting the industry. So effective has this work been that goods packed and labeled in accordance with the Federal laws or those of virtually any state may now be distributed practically without hindrance everywhere.

Tariff Work Taken Up

A bulletin has been issued covering the storing of goods which has eliminated much improper storing and the losses inherent therein. The Tariff Commission has been advised by the association on all matters pertaining to the industry. In this connection the association has consistently favored and encouraged reciprocal arrangements to aid in the introduction of goods into foreign markets. Matters pertaining to seizures of merchandise under the food and drug laws are handled by the association, and in case of injustice, representations are made to the proper authorities and advice given to the canner on methods of procedure.

A further service is in the form of an annual directory of all canners in the United States together with a list of the products packed. There is also included a list of members of the Canning Machinery and Supplies Association and of the National Food Brokers' Association.

These, in brief, are the most important activities of the association on behalf of its members. It has also accomplished much to increase the consumption of canned foods. It has consistently worked to improve the uniformity of the products of the industry realizing that lack of uniformity of color, flavor and the like militate against increased general consumption. It has endeavored to convince the public of the wholesomeness of canned foods in many ways. It has inaugurated a "Canned Foods Week" in co-operation with the distributors of its products and in an effort to increase consumption. It has been active in correcting misstatements in the press regarding the wholesomeness of canned foods and in preparing and distributing authoritative matter on canning methods and the industry as a whole for the public and trade magazines and newspapers.

Many of the problems which have been attacked and handled by this association find direct parallels in the soap industry. Some do not. There are many problems in the soap industry which the canner does not face. However, the very fact that so much has been accomplished by the canners by co-operative effort and so little by the soap industry through its lack of co-operation (the recent Castile soap decision might be cited as a case in point) that it is hardly necessary to point out the value of unified efforts through the medium of an active and powerful association such as that of the canners. Solving trade problems and overcoming trade difficulties is the function of such an association. The National Cannery Association does both of these adequately. An organization of the soap manufacturers could easily do as much.

ALCOHOL'S USE IN PURIFYING FATS*

PURIFYING FATS AND OILS BY USE OF ALCOHOL AND THE LIKE.—(D. R. P. 411595. Hermann Bollmann in Hamburg.) Purifying fatty oils and fats by means of alcohol and other solvents soluble in water for removing fatty acids, resins, bitter substances and slimes, as is well known, affords very serious difficulties with reference to the formation of emulsions arising in this connection, which cannot be destroyed, or are destroyed only with great difficulty. By the patent recipe, 345,350¹, (*Seifens Ztg.* 1922, No. 3, S. 47) a method has been made known according to which the washing out with alcohol or the like results by degrees in such a way that at the passing from one step to the next following, oil and fat are carried over on the one hand, and on the other the solvents are carried over separately. This method, which according to patent No. 350,698 (*Seifens Ztg.*, 1922, No. 48, S. 775) is supplied with a certain contrivance which overcomes the difficulties that formerly could not be mastered. This contrivance consists of receptacles which are supplied with distributing mechanisms and a mechanism for retarding; into these the fat or oil to be purified passes from one side and the solvent from the opposite side.

As soon as oil comes into contact with strong alcohol, the albuminous substances dissolved in it or contained in it are separated out. If we are dealing with the elaboration of oils containing very large quantities of albumin, which gradually become more abundant, then according to this method, the case may likewise arise that extremely troublesome and indestructible compounds are formed.

Now it has been found that these disadvantages may be obviated by subjecting the oil or fat to a previous treatment with a concentrated solution of alum. By this the albuminous substances are separated out; they are removed before beginning with the alcohol treatment, and consequently cannot disturb the further process of cleansing.

While it is already known that slime and albuminous substances in oils and fats are made to coagulate by treatment with alum, such preliminary treatment, which has for its purpose the subjection of the oil or fat to a cleansing process with alcohol by avoiding the formation of emulsions, is on the other hand still new.

For example 200 g of alum are dissolved in one litre of water, and with this solution, the fat or oil, e. g. soya bean oil, is intimately mixed. Only comparatively small quantities of alum solution are required for large quantities of the oil to be purified. The solution must be prepared in very concentrated form, in order to avoid the mixing of the excess of water with the oil, and the consequent removal of the same. The concentrated alum solution is separated from the albuminous substances which have been precipitated and have been carried along with it. It may then be used anew for the same purpose.

Application for patent: A method for purifying fats and oils by means of alcohol and the like, characterized by subjecting the fats and oils in known manner to a preliminary treatment with concentrated alum solution.

* *Seifens Ztg.*, 1925, No. 28, p. 584.

Soap Importers Lose Protest Plea

SOAP IN BARS—CASTILE SOAP—TOILET SOAP.—No. 51744.—Protest 83968—G of Batjer & Co. (New York). Merchandise invoiced as white soap in bars, classified as toilet soap at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable under the provision in the same paragraph for castile soap at 15 per cent.

Opinion of McClelland, G. A. There was testimony that the soap is sold to druggists and that it is used by manufacturers of furs, dyeing concerns, and in cleaning harness, but it was held that the claim was not established by the evidence. The protest was therefore overruled. *Horsfield v. United States* (1 Ct. Cust. Appls. 138; T. D. 31186) and *Benjamin v. United States* (2 Ct. Cust. Appls. 159; T. D. 31677) cited.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

at the mines. It was put into effect without great difficulty, the recent heavy stocks of surplus acid having been largely absorbed during the past few months while production at the same time has been more or less curtailed. Prices on 66 degree acid were moved up \$1 per ton and those on 60 degree Be. 50c per ton by the makers.

The remainder of the industrial chemical list has been extremely dull with the possibility of shading in the prices of most of the articles listed with desirable business in hand. Domestic makers are finding the alkali market very quiet and prices have been shaded some on recent transactions. Foreign items, at the same time, while easy in the local market, are extremely firm for shipment from abroad. Prices on them are advancing there and should firm up here as soon as business improves. Trading throughout the list has been very dull and there is no immediate sign of any recovery of the active markets of March and April.

Other Soap Materials

Rosin has strengthened again after its slump of a month ago. Production has been lower and stocks have been reduced to some extent. Export buying has also been resumed although not with the vigor of a few months ago. Glycerine has been an exceptionally strong feature throughout the month. Oils and fats are, with very few exceptions sharply higher than at the time of our May review. On the whole, the markets are in very good shape in spite of the fact that buying has been along very restricted lines during the last few weeks.

WORLD VEGETABLE OIL SITUATION

Although the potential production of vegetable oils throughout the world for 1925 was apparently larger than in the preceding year, there are indications that a balance may be struck between increases in world cottonseed oil production and a decrease in other vegetable oils, including that from sunflower seed, says the United States Department of Agriculture. The department also notes that there was a heavier world consumption of these products during the year. Prices, however, declined. The department says the data indicating a potential increase in the supply of vegetable oils do not necessarily indicate an increase in the production. There is a large demand for vegetable oils for industrial and technical purposes. There is also an important demand for oil-bearing products for other than oil production. How far vegetable oils can be substituted for animal products is governed almost wholly by relative price levels.

Indications are that the world production of coconuts and soy beans for 1925 is about equal to or slightly smaller than that of 1924, while olive oil production is definitely under that of 1924. A large crop of peanuts in India, the largest peanut producer, probably offsets decreases in that crop in other countries. World production of cottonseed in 1925-26 is estimated to be 12 per cent greater than for 1924-25. In the United States the estimated cottonseed production is nearly 20 per cent greater than for the preceding year. Sunflower seed production in Russia, the leading producing country, is estimated by Russian authorities to have increased 100 per cent in 1925 over 1924.

A Substitute for Luck

Good health, ill health, failure or success, all are so often blamed on luck. It's better to leave luck alone and depend more on a safer substitute such as common, intelligent action.—*Silent Partner.*

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

Latest sales of New York extra grade were made today at 9¼ cents per pound ex plant and is the highest point reached on the recent upward reaction and compares to the low point of 8 cents per pound prevailing about six weeks ago.

Prices in the Middle West and at western points are also firm and considerable talk is heard of much higher prices which remains to be seen as the present downward reaction in lard and cotton seed oil may have a dampening effect for the time being on inedible fats such as tallow and grease.

House grease, good quality, can be quoted 8½ cents per pound loose, and other grades at relative prices.

June 11, 1926.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

The glycerine market has been very strong during the past month and prices have risen almost daily. Today the general asking price for Chemically Pure is 28 cents per pound in bulk, although this might be shaded somewhat for round lots or for old customers. A most unusual condition exists in the case of this grade, namely, the inability to secure any quantity, even at the high price and the unwillingness of the refiners to contract ahead.

All grades are in urgent demand and those sellers who are not sold up, are unwilling to part with what they may have, as they look for even higher prices in the near future. The fact of the matter is, that consumption has gotten ahead of production both here and abroad. There is some talk of speculators' stocks on the other side, which may come out later and affect the market, but on the other hand it is held that supplies will be short for some time, owing to restricted soap manufacture and that there is a natural increase in the use of the article, which must be either provided for, or a rise in price follow.

In our opinion any further advance in the price will undoubtedly encourage the use of substitutes or an attempted curtailing of production, but whether a satisfactory substitute can be found at the right price and whether the users of the article will be willing to try out something uncertain, when they are getting a good price for the finished article and have such a satisfactory raw material, is uncertain. The situation today is strong and there is nothing in the outlook which indicates any reaction. In our opinion buyers should be well protected for the next three months at least.

June 11, 1926

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

Since our last review, prices of most vegetable oils have been advancing. Stocks here are comparatively small and this is particularly true of cottonseed oil. It is generally believed that there will not be enough cottonseed oil to take care of the consuming demand during August and September or until the new crop oil is available. This situation is having a bullish effect on other oils, especially oils that can

compete with cotton oil, namely, corn, soya bean and coconut oils.

Nearby deliveries of any of the oils mentioned above are being held at a premium and it is generally expected that this condition will prevail for the next sixty days or so.

Palm oils have recently been more active and the market here and in Europe is somewhat firmer. Palm kernel oil is far too high in Europe at present to trade. Europe sold large quantities of palm kernel oil to this country early this year but they are now finding that European soap makers and other consumers are willing to pay more than manufacturers here.

June 11, 1926

A. H. HORNER.

INDUSTRIAL CHEMICALS

The leading development of the month in the industrial chemical field was the advance by manufacturers in their prices on sulphuric acid. The advance has been forecast for some little time in the steadily rising price of crude sulphur

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 9c. Edible, New York, 10¼c. Yellow grease, New York, 8¼c. White grease, New York, 8¼c.

Rosin, New York, June 15, 1926.

Common to good.....	9.25	I	13.25
D	10.10	K	13.50
E	12.45	M	13.55
F	12.95	N	13.65
G	13.10	W. G.	14.00
H	13.20	W. W.	14.50

Starch Pearl, per 100 lbs.....	\$3.22 @
Starch, powdered, per 100 lbs.....	3.32 @
Stearic acid, single pressed, per lb.....	.12¼ @
Stearic acid, double pressed, per lb.....	.13 @
Stear acid, triple pressed, per lb.....	.15 @
Glycerine, C. P., per lb.....	.27½ @ .28
dynamite26 @ .26¼
Soap lye, crude 80 per cent, loose per lb...	.18 @ .18½
Saponification, per lb.....	.20 @

OILS

Cocoonut, edible, per lb.....	.12½ @
Cocoonut, Ceylon, Dom., per lb.....	.11¼ @
Palm, Lagos, per lb.....	.09 @
Palm, Niger, per lb.....	.08½ @
Palm, Kernel, per lb.....	.10¼ @
Cotton, crude, per lb., f. o. b., mill.....	.14 @
Cotton, refined, per lb., New York.....	.15¼ @
Soya Bean, per lb.....	.13½ @
Corn, crude, per lb.....	.14 @
Castor, No. 1, per lb.....	.12½ @
Castor, No. 3, per lb.....	.12 @
Peanut, crude, per lb.....	.13 @
Peanut, refined, per lb.....	.16 @
Olive, denatured, per gal.....	1.18 @
Olive Foots, prime green, per lb.....	.08½ @

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.....	3.10 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.....	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.07½ @ .07¾
Potash, Carbonate 80@85 per cent, per lb., N. Y.06 @ .06¼
Salt, Common, fine per ton.....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.....	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton.....	15.00 @ 16.00
Borax, crystals, per lb.....	.04¼ @ .05¼
Borax, granular, per lb.....	.04¾ @ .05¼
Zinc Oxide, American, lead free, per lb....	.07¼ @ .07½

-
a-
re
at
et
is
ld
is
rs
c-

ial
eir
for
nur

1/2c.
ork,

3.25
3.50
3.55
3.65
4.00
4.50

28
.26 1/4
.18 1/4

3.20
1.45

.07 1/4
.06 1/4
24.00
11.00
16.00
.05 1/4
.05 1/4
.07 1/4

2